IDG World Update

EMPLOYEE NEWS AND INFORMATION

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Colleagues give back in myriad ways

IDG and IDC employees around the globe spend time helping to improve communities and assist individuals near and far.

SEE MORE STARTING ON PAGE 4

Also inside

New MOSO video format spurs user engagement

One on one: IDG U.K. Publishing Director Simon Jary discusses approaches to affiliate revenue growth

Mike Friedenberg presents at B2B Media Strategies

IDC Mexico employees bring holiday cheer, fun and games to children's educational center.

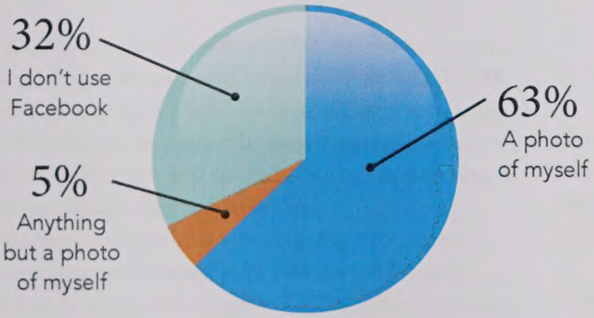
SEE MORE ON PAGE 12

Unsung Hero: Daniel Masaoka, video director and editor for IDG.tv., is this week's nominee.

SEE MORE ON PAGE 13

Question of the week results

What do you use as a Facebook profile photo?



Log on to www.idgcentral.com to vote on this week's question:

How often do you volunteer your time?

CLICK HERE

Be sociable! Boost the IDG brand

IDG employees can easily stay up to date with announcements from IDG's Corporate Marketing team and see important pan-IDG tweets and posts that they can amplify through their own social channels. If you aren't already, please follow IDG's social media accounts listed below to help show engagement and support for the IDG brand.

IDG Linkedin page
IDG Facebook page
IDG Knowledge Hub Facebook page
@IDGworld on Twitter
@IDGknowledgehub on Twitter
@IDGCorpMktg on Twitter

IDG KNOWLEDGE HUB

For more information contact IDG Corporate Marketing Content Marketing Specialist Lauren Kirchberger.

Tweet to IDG Corp Marketing

New IDGNS video format for mobile/social use spurs user engagement

The IDG News Service has introduced a new text-based video product, optimized for Facebook, and the project files are available for international business units to adapt them for local use.

IDGNS Director, Online Video **Nick Barber** coined the term "MOSO videos" that reflects their mobile/social usage. "That's the kind of experience we're targeting — it's a way to deliver news and information in an environment that supports auto-play, sound-off videos, like Facebook," Barber said.

While developed primarily as a way to drive engagement on social media, it is up to local sales teams to determine if and how to monetize them.

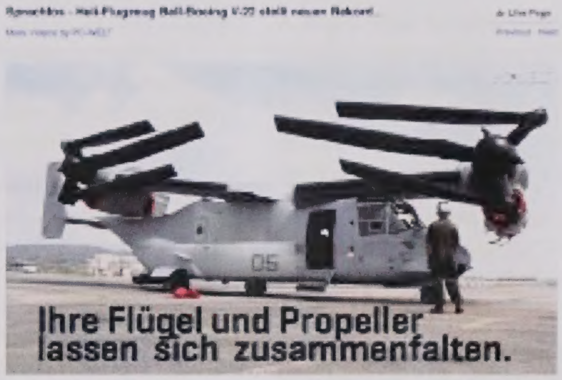
The impetus for creating the videos came from IDG.tv staff interested in using them on IDG.tv's Facebook page. Barber and IDGNS Senior Correspondent **Martyn Williams** had seen them being used by other media organizations and adapted the format for IDG use.

A simple text overlay describes the various scenes in the video. There is a music track underneath, but on Facebook that will only play if someone clicks on the video.

The videos are generally produced from vendor-provided b-roll and are about 30 to 60 seconds long, short enough so that they are easy to consume. Barber said topics that have a lot of video associated with them — such as robots, military and space — usually work best.

IDGNS has produced five so far and aims to create at least one per week going forward. While MOSO videos could be adapted from footage IDGNS has already shot, Barber said he prefers to work quickly to adapt b-roll for MOSO use and spend more production time on home-grown video for other uses.

Barber produces and edits the videos in Adobe Premiere and the finished MP4 files are available on IDGNS.com along with all other IDGNS videos. However, business units can access the project files on a server at IDGNS' Boston office and can easily change the text on the videos without having to edit anything else on the film. The project files range in size from 200MB to 1GB depending on the footage.



Most of the MOSO videos so far are adapted from vendor or company-supplied b-roll footage. This one of the Osprey helicopter is from the Defense Video Imagery Distribution System website. IDG Germany's translated version has garnered more than 35,000 views and active engagement via comments and shares on PCWelt's Facebook page.

Barber talked about the MOSO videos at the International Managers Meeting in October, and several business units expressed interest. "We had been thinking about how to create viral videos for our Facebook page," said PCWelt Editor-in-chief **Christian Löbering** of IDG Germany. "We wanted something that works for users who want to watch videos silently while in their office, and the MOSOs fit that need exactly. It's just a minor effort for us to translate the text."

> "This stuff rocks!"
>
> *Christian Löbering*

IDG Germany calls the format "Sprachlos" (speechless) and has used all the videos so far on PCWelt.com, its YouTube channel and on its Facebook page, where one, for example, tallied more than 28,000 views, 213 likes and 29 shares just 17 hours after posting.

Most of the videos on the PCWelt page have had 35,000 to almost 40,000 views and reaches of more than 150,000. "This stuff rocks!" Löbering said. The videos have also ncreased the traffic coming from Facebook to PC-Welt.de, he noted.

PCWelt has been monetizing the MOSO videos on its website through the usual means, such as pre-roll ads. However, Löbering said the format is ideal for attracting sponsorship or for custom content.

"We're hoping this kind of engagement will continue to build," Barber said.

To request a login and password to access the project files or for other details, contact Nick Barber. ■

OneonOne

Simon Jary

IDG U.K.

The publishing director of IDG U.K. is this week's columnist. Reach him at sj@idg.co.uk.

> "Black Friday and Cyber Monday were phenomenal for us this year. Over the weekend we pushed affiliate revenues from an average of $3,500/weekend to more than $40,000. And by the nature of retailers' cookies this sum will continue to rise all the way through to Christmas."

Q What is commercial content, and how does it differ from traditional editorial content?

A All editorial is by nature "commercial" as we create it to drive traffic to sites that make money through their audience. In the U.K. our B2C brands have seen enormous traffic growth over the past few years — page views up over 500% in a couple of years. Mainly this has been accomplished through sticking to a rigorous editorial strategy of winning on search. That traffic growth is for nothing, however, if revenues don't increase, too.

Traditionally, editors wrote or commissioned content that they thought their audience should read. They were the curators of content, helping people sift through the mass of information out there and making it both readily available and easy to understand. Removing this print-based thinking has been our number one editorial focus.

Today we put our faith less in editors' intuition and more in data analytics that make it clear what people are interested in and therefore searching for. This doesn't mean editors are machines, programmatically producing content for search engines. We spend a lot of time identifying audiences and types of readers and using our intelligence to strategize content types around them.

What has been termed "comtent" or commercial editorial is different but, crucially, still fits our strategy. This is content that we come to initially from a perspective of generating affiliate-based revenue.

Q Can you explain how the monetization works?

A We work with Skimlinks, which helps us monetise external links in our articles. There are several major companies that do similar work; for example, IDG U.S. CSMB partners with Viglink.

Skimlinks has a wide range of affiliate agreements with manufacturers and retailers. When one of our editor-input external links goes to one of Skimlinks' retail partners we make money if that reader goes on to purchase from that partner. Skimlinks can also add a small number of retailer links to our articles using its Skimwords Lite tool.

All of this is done in the background and can be a set-and-forget process that bothers neither writer nor reader. However, since we gave serious thought, time and resources to more smartly managing this relationship, revenues have dramatically increased.

Just when you thought you knew enough acronyms along comes another. Today it's not enough to win at SEO. We need to increase our CRO, too. CRO is conversion rate optimization. This increases the number of successful conversions from possible buying points on the page.

Q Is this different from price comparison?

A We continue to make money from more traditional price-comparison partners such as Amazon. While Skimlinks provides extra revenue through the monetization of external links within articles the best-price widgets on product reviews are still good drivers of affiliate revenue.

Our Amazon revenues increased threefold since we added Latest Best Price links outside the widget and in the article itself — just like the Skimlinks model this is native affiliate monetization.

As we have a large proportion of international traffic we have started working with geo-fragmentation partner GeniusLink that automatically turns our U.K. Amazon and Microsoft links to international links. We set up relationships with five or six international Amazon Associates programs, and GeniusLink does the rest. We pay our partner based on number of clicks, and we'll report back on any success in the new year.

Q Which comes first, link or editorial; in other words do you write content because you have affiliate partnerships in place or do you write content and then look for the partner link?

A We write only what the reader is searching for or what our trend analysis suggests they will be searching for. If a topic, roundup or product is interesting to a sufficient number of potential readers then we'll write about it.

Some comtent features begin life as ideas for attracting affiliate revenue but always from the basis of what people are searching for. It's this new mindset of researching possible comtent features that is behind a lot of the affiliate revenue growth, but it has also spawned successful star traffic winners for us.

Some comtent brings in weaker than expected revenue but has worked better than more traditional editorial in winning audience — encouragingly this is often a new audience we hadn't reached before. Recognizing the potential of commercial editorial we promoted Senior Staff Writer **Ashleigh Allsopp** to engagement editor, focused on comtent and social growth. She has done a spectacular job this year, and we have great plans for FY16.

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IDG SMS's Jeremy Rueb digs down deep for clean water in Nicaragua

This past May, IDG Strategic Marketing Services VP **Jeremy Rueb** spent a week away from his home in California — which is reeling from its fourth year of drought — and traveled to Nicaragua, where he helped another community overcome its own water crisis. Some 748 million people worldwide don't have access to clean water, and Rueb worked alongside a team from Living Water International to install a well in a remote village.

Rueb found out about the organization through his brother-in-law, a minister in Houston, who was leading a trip with his church group and invited him to come along. "This was a great chance for me to get out of my own skin for a bit." Rueb said, "I wanted to spend time away from my usual routine and remind myself of how the majority of the world lives."

***Jeremy Rueb** (left) with his brother-in-law, who organized the service trip.*

Founded in 1990, Living Water's mission is to train, consult and equip local people to implement clean water solutions in 21 countries, primarily in Latin America and Africa. The group builds 300 to 400 wells a year. Their focus in Central America is on short term (one week) trips.

"This is not a 'go in, fix things and leave' kind of program, and that really appealed to me," Rueb said. "Living Water has locals in each country who run the program. They help villages accomplish what they want to accomplish, managing the relationship with them before, during and after the project. Those communities have to apply, raise money to participate and fund repair of the wells. Living Water will not only fix wells it has installed but will also repair wells that other organizations have left behind."

Rueb said he didn't need to know Spanish or have any special skills. "In a way, you're a warm body and are there to do what they ask you to do, but that's okay. I feel like I have to drive the boat in many areas of my life, so it's nice to let someone else steer." Most people on his crew were from the U.S., but there were also people from other countries outside Latin America.

Rueb was on the well team, while others trained villagers on good hygiene techniques and how to identify what is considered clean water. Each member of the well team takes turns operating the drill, extending the pipe rigging and clearing away dirt, sludge and water as the well is being dug.

Sometimes on these short-term trips, a team digs but doesn't locate a viable aquifer. Rueb's team took just a day to hit water and could help put the equipment in place so the line could be sterilized and produce potable water in about a week.

"Before a village gets its own well, women and children may have to walk five or six miles to another well to get clean water, while the men are typically ranching or farming," Rueb said. "That's time that could be better spent going to school or earning money, so the availability of fresh water has far-ranging implications for villages that go beyond health It's nice to see how this simple technology can improve life for others so dramatically. It was a microcosm of what [IDG founder] **Pat McGovern** always believed: that technology can change our world for the better."

Some villages in the area he visited may have existing wells, but they are typically hand-dug and don't go down beyond 20 or 30 feet, Rueb said. Water can carry more bacteria, viruses and pesticides when it is close to the surface. Living Water's machine-installed wells can tap water that is 50 to 300 feet below the earth's surface, where it is rich in minerals, bacteria-free and doesn't dry up.

Each participant has to raise $1,900 that covers room, board, transport and some staff costs. Living Water continually fundraises and partners with oil companies that donate used equipment that can be retrofitted.

Rueb takes his turn on the drilling rig.

Rueb's group was housed in Granada, a town on the Pacific side of the country, and took a 40-minute car ride each day to the village, which consisted of about 12 family homes on a dirt road with a small number of others in the distance.

Rueb said his group was very well taken care of, "though it was kind of ironic that they didn't want us to drink local water in Granada where we stayed. But the composition is so different than what we're used to — it has so many minerals that it tends to make foreigners sick. Most meals were simple and usually included rice, beans, cheese and eggs. On the last day, the villagers prepared a local meal as a thank you for the team's hard work and success. I couldn't tell you what it was. It was tasty, but was certainly something I've never eaten before!" Rueb said.

He hopes to make a return trip someday. "There are so many opportunities to serve, but this is one of the best-run programs I've seen because it was so focused and locally managed. I highly recommend it."

Write to Jeremy Rueb. ■

IDC South Africa analyst battles nation's inequality gap by mentoring young girls

IDC South Africa Senior Research Analyst **Yonela Nkinti** said she believes that one of her purposes in life is "to mentor young girls — not to tell them what to do but to give them access to information so they can make informed decisions based on facts and not what their friends say."

Working with a South African Big Sister/Little Sister program, Nkinti began mentoring a Soweto girl in eighth grade named Kutlwano last year. Although Nkinti's post-graduate business administration studies forced her to drop out of the program due to scheduling conflicts, she has kept her relationship with Kutlwano going. "We have a strong bond, so I had to make it work somehow," she said. "We watch movies, take walks, have lunch and talk."

IDC South Africa Senior Research Analyst Yonela Nkinti (back row, third from left) with the schoolgirls she mentors in Ivory Park, South Africa.

Nkinti said she spends a lot of time giving Kutlwano career advice. "She constantly changes her mind about what she wants to be, so each time she does I get information regarding that career," she said. "Right now, she wants to be an economist, so I've looked for all of the universities that offer economics degrees so she can see the entry requirements and know how hard she has to work to be accepted to those universities. She doesn't have a computer so I get the information for her so she can make an informed decision." Nkinti also invited an economist friend to have lunch with them so Kutlwano can hear from someone she can relate to what it's like to be an economist but, "most importantly, that being an economist is possible if that's what she really wants. I always remind her that it's OK to change your mind if something doesn't fulfill or energize you. Leave it and pursue something that does. I also tell her that she must never get too comfortable and must continually look for ways to better herself in all areas of her life."

Nkinti and Kutlwano have also set up their own book club. They are currently reading Spencer Johnson's *Who Moved My Cheese?* They have also read Donald Walsch's *Conversations With God* and Maya Angelou's *I Know Why the Caged Bird Sings* and *Wouldn't Take Nothing for My Journey Now.*

Before joining IDC South Africa earlier this year Nkinti was an account manager at Oracle where she mentored 20 underprivileged girls at a secondary school. "Oracle has a global volunteers day initiative every year, and employees are encouraged to take part," she said. "The activities ranged from painting a school for blind children, gardening and making repairs to a school that Oracle built in Ivory Park, between Johannesburg and Pretoria. I was a team leader for three years, and last year I asked if we could do something different instead. I wanted to have a day with 10 underprivileged girls and have a fun-filled but educational session and talk about serious topics that they hardly speak to adults about and be inspired by women who have risen above their circumstances to show them that anything is possible." Kninti ended up having 20 girls for workshops on teenage pregnancy, contraception and building self-esteem.

They continue to meet twice a year, and Nkinti mentors the girls outside of their scheduled sessions. "All of the girls have my mobile number and know they can talk to me whenever they need to," she said. "I've recently connected one of the girls with a friend who is a recruiter to help her older sister to find a job."

Nkinti said she has "a deep passion for teenage girls; that period is paramount to shaping their true identities. I live in a country where the inequality gap is just too big and issues such as teenage pregnancy are still rife and increasing instead of decreasing. Nothing gives me greater joy than seeing my girls improve, from the way they speak, their confidence and just seeing them work to change their circumstances." ■

Mexican home construction project ends in tears of joy and gratitude

Computerworld Senior Editor, Mobile & Wireless **Matt Hamblen** spent a week in July on an "extraordinary" mission trip to Mexico's Baja California to build modest homes for Oaxacan indigenous people living there. Various relief groups have come to migrants' aid for nearly 20 years.

"These people have migrated from the south of Mexico to central Baja to work on the vegetable farms that dominate the region," Hamblen said. "They make US$15 a day as pickers and generally live in either work camps or strike out to buy small $400 plots of land where they end up gathering plastic and scraps of wood to build shelters. They sleep on blankets on the dirt and have little access to security, clean water or electricity."

Hamblen and 46 others — a collaboration of several Presbyterian Church USA churches, which have done similar mission trips to build homes in the same area for two decades — traveled to Vicente Guerrero, three hours south of San Diego, to build three homes next to the migrants' makeshift huts. The homes were built on top of pre-installed 20-by-24-foot concrete pads. The families chose how they wanted the rooms laid out, the house colors and number of windows. "We provided furnishings as well as doors that lock with a key for security," Hamblen said. Others members of Hamblen's team, all from the Shenandoah Valley region of Virginia, included two college-age people, a college professor, a retired couple including a former engineer, a retired nurse and her daughter from the U.S. military.

The group paid its own travel expenses and raised the money to cover the $5,400 for each home's materials and furnishings. "We conducted many fundraisers of all varieties, including car washes, rummage sales, giving trees, dinners sponsored by local restaurants or good chefs," Hamblen said. "I set up two nights at a local pizzeria and a chicken fast-food restaurant, whereby they shared 10% of proceeds for a two-hour period during the evening rush." The monies raised to buy materials for the homes also went toward furnishings, furniture, mattresses and kitchen items. "We also gave our family cash to help them pay off the mortgage on the land they had bought," he said.

Workers at the Baja California site.

Hamblen, who had previously worked on a Habitat for Humanity crew in North Carolina, said his duties consisted largely of construction of one painted home with windows and a shingled roof. "I helped build walls — sawing, nailing, helping lift portions into place — then installed trim and worked on the roof, laying down felt, tar and shingling. The roof work was challenging due to a stiff wind and the amount of dust in the air."

*Computerworld Senior Editor **Matt Hamblen** (right) took time out from his construction work for a selfie with Aliciio, the father of the family whose new home Hamblen helped build.*

Hamblen said he learned that "simple things make a big difference" to the new home owners. "One day, we'd painted the exterior walls blue and the trim pieces pink, as we thought the family had requested. We stored the painted pieces inside the unfinished home overnight. When we came back the next morning, the pink trim pieces had been swapped out by our family overnight with the trim pieces painted a vibrant red in the home being built next door. We had confused the paint for the trim on the two homes. It was a great insight about how much pride people take in their dwelling and also how much a choice of a color can matter."

The family that accepted the keys to the home on the final day dressed up for the event, "even though they had lived in poverty in a hut made of cardboard and plastic and slept on mattresses in the dirt," Hamblen said. "They were a mom and dad with several children, ages two to 18. They were crying, and we were crying, when they got the keys to their home." ■

DMG software engineer launches Google Developer Groups chapter to give back

Digital Media Group Principal Software Engineer ***Jim Hutson*** *(center) is the founder of the Modesto, Calif., chapter of Google Developer Groups.*

Jim Hutson, principal software engineer, with U.S. Media's Digital Media Group, started a local chapter of Google Developer Groups (GDG) in his hometown of Modesto, Calif., several years ago as a way to use technology to help solve local problems, help developers in the area connect with each other and to help himself develop his skills as a teacher, mentor and community organizer.

Beginning with just three or four people back in 2013, the group now regularly attracts 15 or so developers to its monthly meetings with another 100 people engaged in the associated online community. Most of his group's members are either students or independent contractors, but "there have also been some developers who work for local government agencies or one of the big local companies like [vintner] Gallo," he said.

The group typically meets once a month and either tackles a code lab — a hands-on tutorial to teach developers a new programming language, API, database, etc. — invites a speaker to address the group or hacks together on an app. Meetings are held in one of several locations arouind the city including a computer lab at Modesto Junior College; a new co-workspace in Modesto for coders, designers and digital artists called "ModSpace"; and even a family-owned local coffee shop.

> "The most rewarding thing for me has been getting the chance to give back to my community and the opportunity to share my skills and experience with other developers."
>
> *Jim Hutson*

The big focus at the moment, Hutson said, is the release of a homegrown app that will allow users in the area to report things like graffiti, leaking pipes or potholes to local government entities and volunteer groups looking to find projects they can work on. "The working title is 'Clean a City,' and our idea is that we could license it out or cookie cutter it for other towns and cities once we get it launched for Modesto," he said.

There are currently more than 600 active chapters of Google Developer Groups in more than 100 countries around the world, Hutson said, and forming a GDG chapter is "super easy," he noted. "You just fill out an application online and somebody from Google emails you back.

Google hosts a couple of big conferences each year exclusively for chapter organizers, and it has been really fun getting to know people all over the world and seeing how they run their groups," he said.

"But the most rewarding thing for me," Hutson said, "has been getting the chance to give something back to my community and the opportunity to share my skills and experience with other developers."

Contact Jim Hutson. ■

Brother's illness inspires IDC's Marguerite Kerr to join the fight to find a cure

Marguerite Kerr *(left) and her sisters Mary Cullen and Jean Smith at the Cape Cod Challenge Walk.*

When their brother was diagnosed with Primary Progressive Multiple Sclerosis eight years ago, IDC Human Resources Business Partner **Marguerite Kerr** and her sisters wanted to do something to help find a cure. So the four women, none of whom had ever done anything like it before, signed up to participate in a three-day, 50-mile fundraising walk.

This September they completed their sixth Cape Cod Challenge Walk, raising a combined total of over $31,000 since they began walking as part of Tom Smith's Team back in 2010. Each walker must commit to raising a minimum of $1,500, Kerr said, adding that 88% percent of all the money raised goes directly into research and patient outreach and services.

Kerr said she and her sisters had no idea what they were getting into that first year. "We did not train well the first time — we had no idea how to adequately prepare for such a distance," said Kerr, adding that the blisters she woke up to on the second day nearly led her to drop out. "But in the very early morning when the walkers were eating breakfast, I saw individuals who had MS who were already in the medical area being treated and preparing for another day of walking. I was inspired. All I had was blisters. How could I stop walking for MS if people with MS were continuing to walk?"

Since then, Kerr said she and her sisters have developed a better training regimen. "My sister Jean is extremely athletic and competes for Masters National Rowing. And my sister Mary and I now walk regularly around town.

"Over the course of three days and 50 miles, you learn the stories of others on the same journey," Kerr said. "Each person has a memorable story, and they are willing to share. There are many funny things that happen to us during the walk weekend, but I would say the most memorable moment for me took place during the second year of the walk. By then, my brother was in palliative care, and we called him on the phone to let him know we were finishing day three of the walk and that we all loved him. He was so grateful."

Kerr's brother lost his battle with MS shortly after that walk in November 2011.

> "I saw individuals who had MS who were already in the medical area being treated and preparing for another day of walking. I was inspired. All I had was blisters. How could I stop walking for MS if people with MS were continuing to walk?"
>
> *Marguerite Kerr*

This event is a challenge — and an opportunity — for everyone involved, participants and donors alike, Kerr said, adding that the funds raised from the MS Challenge Walk not only support research to help create a world free of multiple sclerosis but also provide programs that address the needs of hundreds of thousands of people living with MS right now. "We are getting ever closer to the hour when no one will have to hear the words, 'You have MS.'"

Kerr said she and her sisters plan to continue walking and raising funds in her brother's memory every year. "We recently booked a hall and a band for a dance party and silent auction next February to kick off our fundraising for next year's walk," she said. More information can be found here. Contact Marguerite Kerr. ■

IDG Australia sales exec passionate about getting food to hungry people

A few years back **Cherry Yumul**, account director for Australian Reseller News and Good Gear Guide and associate publisher for New Zealand Reseller News, was looking around for a volunteer opportunity that both touched her heart and fit her schedule as a working mom, when she heard about OzHarvest on an episode of Master Chef. She went online to learn a bit more, liked what she saw and ended up registering for the next volunteer training session. "And the rest is history," said Yumul, who has been involved in a variety of OzHarvest activities for the past two years.

Founded in November 2004, OzHarvest is the first perishable food rescue organization in Australia collecting excess food from commercial outlets and delivering it — direct and free of charge- — to 600 charities across the country.

"I think it is abominable for any human being to be denied food when there is so much around and plenty that goes to waste," Yumul said. "I am passionate about the right of every human being to have access to the most basic of human needs — food — regardless of economic status. Famine is a social issue that affects me greatly and one that remains an enigma to me. I want to contribute to the impact that OzHarvest makes in increasing food security, minimizing food waste and saving the environment," she explained.

Yumul said she most often helps staff the OzHarvest stands at weekend farmers markets, which help to raise awareness about how OzHarvest rescues excess perishable food from supermarkets, farmers, restaurants, hotels, corporate events and catering companies and then delivers it directly to organizations that help feed hungry people. "We also recruit volunteers, sign up friends of OzHarvest, collect donations and sell merchandise. And at the day's end, we collect the excess food and fresh produce from farmers who wish to donate and deliver that to our partner charities," Yumul said.

Above: ***Cherry Yumul*** *(second from left) with fellow OzHarvest volunteers. Right: Yumul with the OzHarvest truck.*

Yumul has also volunteered at special events such as Taste of Sydney, City2Surf, an annual 14-km race that starts in downtown Sydney and finishes at Bondi Beach; and CEO Cook Off, where OzHarvest hosts a dinner for 1,000 food-vulnerable people with the help of celebrity chefs who cook the dishes alongside CEOs from the private sector, whose participation raises enough funds (through pledges from business peers) to make 2 million meals.

Yumul said the CEO Cook Off was particularly meaningful for her as it gave her her first opportunity "to meet the men, women and children going through unfortunate circumstances who benefit from the food we rescue and distribute. To have given them a special evening and served them a sumptuous two-course meal cooked by Australia's top chefs was moving and humbling. I was stunned by how many people of all ages and races in our community have to rely on donated food — many of whom I would never have suspected to be homeless, abused and in need had I simply met them in the street."

> "I think it is abominable for any human being to be denied food when there is so much around and plenty that goes to waste. "
>
> *Cherry Yumul*

Contact Cherry Yumul. ■

Narrating audiobooks for the blind proves to be a "humbling and moving" experience

Early this year IDC Custom Solutions Editorial Director **Tony Strattner** was looking for a volunteer position as a literacy reader for children or adults because he thought it would be something he'd enjoy. "I always liked reading aloud to my daughter," he said. Unfortunately, he couldn't find any opportunities reasonably close to his home in Framingham, Mass.

"However, the Perkins School for the Blind showed up in my Google search of 'volunteer readers,' and that's how I learned about the possibility of narrating audio books," he said. Strattner recently finished recording the audio book of *Saving Bernie Carbo* by former Major League Baseball outfielder Carbo and Dr. Peter Hantzis.

Based in Watertown, Mass., the Perkins School is the oldest school for the blind and deaf-blind in the United States, predating the U.S. Civil War, and is internationally famous for its teaching techniques and technologies that assist those with visual impairments and other handicaps. Helen Keller was a Perkins graduate, as was her tutor Anne Sullivan.

Strattner initially submitted a volunteer application online and received an email from the recording studio manager asking him to come in for an audition. "I thought, 'Wow, I can't just walk in and start doing this. I have to pass an audition,'" Strattner said. "That was my first indication of how professionally run the school is."

When Strattner went to the school, the studio manager told him there was a waiting list of about 75 narrator applicants, but he picked Strattner because he had some stage-acting experience. "After I finished reading for him," Strattner recalled, "he said, 'Well, you're rough around the edges, but I don't think you'll cause us more work than necessary.' I had no idea what he meant at the time, but it turned out that narrating was *not* like reading aloud to my daughter."

Narrators sit in a soundproof booth with an ultra-sensitive microphone. The studio uses single-track recording, so there is no way to edit out ambient noise. "You must sit perfectly still — no shifting in your chair or moving your hands — and keep the microphone a consistent distance from your mouth," Strattner said. Narrators must pronounce every word clearly but naturally and be able to handle long passages without taking an audible breath. "Ideally, you want to read for long stretches with no mistakes — dropping a consonant, swallowing a vowel or skipping a word," Strattner said. The mistakes narrators inevitably make are edited out on the fly by a 'monitor' who's reading along with the narrator and controlling the editing software.

> "You must sit perfectly still — no shifting in your chair or moving your hands — and keep the microphone a consistent distance from your mouth."
>
> *Tony Strattner*

IDC Custom Solutions Editorial Director Tony Strattner in the recording booth at the Perkins School for the Blind.

Narrators record for only one hour in a single sitting because of the concentration required. Recording sessions longer than an hour tend to produce more mistakes. A good session for Strattner is about eight pages in an hour. The small number of recording booths and high volume of production at the Perkins Library limit narrators to one session a week. It took Strattner about 35 hours over eight months to complete *Saving Bernie Carbo*.

The book is stored on flash-drive media and played on a patented Braille-assisted player device that is free to registered patrons of the library. Books can also be streamed to a patron's computer. The Perkins Library serves thousands of patrons, children as well as adults, in New England and across the U.S., all free of charge.

Asked if he'd heard his narration since completing it, Strattner said narrators are encouraged to listen to themselves periodically and perform self-critiques. "Since starting, I've learned that about half the narrators at Perkins are pro or semi-pro narrators. They volunteer because they can keep their skills sharp and the work is important."

In the fall, Strattner attended a workshop at which a panel of blind and visually impaired 'readers' told an audience of narrators what they liked and didn't like about the 'talking books'. "They were so appreciative of how we give them access to news and literature, bringing the world closer to them," Strattner said. "It was very humbling and moving."

Strattner has already started recording his next book, a detective mystery, *Caught Dead*, that's the first in a series. ■

continued from page 3

One on one

Q Is commercial content primarily a B2B or a B2C effort?

A As it's mainly a traffic play commercial editorial works best in the consumer space, but there are certainly potential enterprise wins as well. For example, we made good money from an article about learning programming language Swift. This was monetized through affiliate links to a training company that offered courses on Swift. It wasn't an article about that training company. It was just mentioned within the feature as one way of learning that coding language.

LinkedIn recently bought training company Lynda.com because it recognizes the commercial need for online training within business. B2B brands should win traffic writing about how to get the best training for yourself or employees and make affiliate revenue at the same time. Such articles are win-win for traffic and affiliate monetization.

Q How much revenue did commercial content account for in FY15, and what are your goals for it in FY16?

A In FY15 we made $215,000 from affiliate-based content. Don't forget that such content also drives traffic — it has to if it's to fit our editorial strategy. That traffic is further monetized by both direct and programmatic display sales and our many other third-party revenue generators such as text and image links, content and native initiatives. Our target for FY16 is to increase that to $500,000.

Q You talk about "referred revenue." What is this?

A One great statistic to calculate is the amount of referred revenue you could generate for retailers. This is the total amount of revenue from sales that retailers could have made from direct links from your sites if 100% of such clicks converted to a sale. In 2014 this added up to over $200 million, and it is a wonderful way to prove to clients that our readers are deep within the buying process, straight from our content. Thus, commercial editorial and affiliate partnerships can help the sales team promote our sites for standard and SMS-based monetization.

Q Do your journalists still produce traditional editorial content?

A Comtent isn't inherently different to "traditional" editorial. It must still fulfill our basic editorial strategy of producing quality, honest long-tail content. Comtent mustn't become advertorial, pushing one retailer all the time. Products should continue to be reviewed independently and ranked on quality rather than our ability to make money from sales of it. Without such editorial independence the content is useless and will be regarded such by readers and search engines alike.

There's nothing wrong with so-called traditional editorial content as long as it's what people are looking to read. That means you need analytic tools — such as Sistrix, Hitwise, Google Trends, etc. — to prove the worth of writing search-based content. (Of course, social content is also important, but that, too, is often sourced through analyzing social trends using tools such as BuzzSumo.)

We don't bother writing traditional news stories as they are by nature short-term in their interest. We spend our energies producing high-quality, exclusive long-tail content that will win traffic over months and not hours or days. Focusing on news means your stories are stale and out of date after lunch time. Data proves that the bulk of our page views come from lewer than 50 articles so we spend more time updating stories than writing new ones.

Even what looks like a short-term topic such as Black Friday is a long game. Keep all the SEO juice from last year's Black Friday content by updating that rather than writing a completely new feature. We gain a good month of traffic from a story that is essentially about one weekend.

Q Is Black Friday a good source of commercial content?

A Black Friday and Cyber Monday were phenomenal for us this year. Over the weekend we pushed affiliate revenues from an average of $3,500/weekend to more than $40,000. And by the nature of retailers' cookies this sum will continue to rise all the way through to Christmas. If a reader clicks on one of our links he or she is cookied by the retailer, and that cookie identifies us as the referring partner. Amazon will pay us affiliate rates on the full final basket value of that customer for 89 days, or until that cookie is overridden by another.

If Black Friday or a similar big sales event is big in your territory then planning ahead will reap dividends. Don't just pay it lip service. Dedicate real resources to it, and you will win on search and therefore not just affiliate revenue but standard display also. Again, kudos to Ashleigh and Group Managing Editor **Marie Brewis** for their sterling work here.

Q What form does most of your commercial content take?

A Previously we made most affiliate revenue through price-comparison widgets on product reviews. Now most is generated through native in-article links in features.

Q What kind of content drives the most traffic on your sites?

A Our biggest traffic-driving stories are "best of" roundups, often linked back to individual reviews but not exclusively. It's therefore vital to monetize these through affiliates as much as, if not more than, standalone reviews.

Q You meet regularly with colleagues in Germany and Sweden -- what is the focus of these meetings?

A We hold European third-party workshops at least three times a year. Principally this has been U.K., Germany and Sweden, but previous workshops have included Spain, the Netherlands and Poland. Over the course of one or two days we analyse each other's third-party revenues and look to take success from one country to another. We also use our combined scale to negotiate better revenue-share terms for all. A recent example was pushing a 50/50 revenue share with image-ad partner Kiosked to 60/40.

We are planning our next third-party workshop in London at the start of February, and this year will add a comtent day to share best practices to keep growth growing. If you're interested in attending, please get in touch. ■

Friedenberg presents at B2B Media Strategies conference in London

IDG Connect transformation
THEN:
Decentralized with independent operations in 14 countries
NOW:
Global demand gen platform operating in
147 countries
44M name database and
10M calls per year
From 5% to 21% growth y/y
IDG
B2B MEDIA STRATEGIES

IDG Communications Worldwide CEO **Michael Friedenberg** delivered one of the keynote addresses at B2M Media Strategies in London last week, which brought an international audience of 200 CEOs and senior executives from B2B media, events and data service businesses. He spoke about how to reinvent B2B advertising around marketing services.

IDC Mexico brings cheer to children

(L-R): Among the IDC Mexico employees who had fun with the children were Senior Analyst ***Veronica Hernandez*** *(left) and Conference Manager* ***Rebeca Cruz****.*

Last month IDC Mexico employees visited an educational center in Mexico City for children with Down syndrome. The center helps children, five to 18 years old, with activities such as baking and jewelry making. IDC gave them Christmas presents of t-shirts and aprons for their bakery.

noteworthypeople

New employees

DAquila

IDC Framingham has hired **Marianne DAquila** as research manager, Cognitive Systems; she has previously worked for Outsell, Gartner and AMR. She holds a B.S. in engineering from the State University of New York/Stony Brook and an MBA from Babson College in Wellesley, Mass. Marianne enjoys scuba diving, boating and cooking. mdaquila@idc.com

PETER SHORT

Prouty

Kevin Prouty is **IDC**'s new VP of Energy Insights, coming from Aberdeen Group where he was COO and SVP of research. He earned a B.S. in mechanical engineering from Boston University and enjoys flying, watching football and hockey and listening to '90s alternative and hip-hop music. kprouty@idc.com

Please send information for the Noteworthy column to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Rick Ciliberto *U.S. Media*

28
Karen Timons *IDC*

25
Seanna Maguire *IDC*

23
Maryfran Johnson *U.S. Media*
Wieslaw Pawlowicz *IDG Poland*

21
Michelle Tompkins *U.S. Media*

19
Elisabeth Rainge *IDC*

17
Laura Hilliard *IDG Global Solutions*

16
Suzanne McMillen *U.S. Media*

15
May Fung *IDC Hong Kong*
Kevin Kane *IDC*
Joachim König *IDG Germany*

11
Dawn Bomba *IDC*

10
Andrew Widjaja *IDG Australia*
Karen Massey *IDC*
Lotta Nylund *IDG Sweden*

9
Kathy Sullaway *CIO Executive Council*
Eileen Smith *IDG Corporate Services Group*

8
Presh Costales *U.S. Media*

7
Jenny Sewell *IDG Australia*
Cherry Yumul *IDG Australia*
Evelyn Gonzalez *IDC*
James Stone *IDC*

6
Byoung-Jik Lee *IDC Korea*
Bhavna Verma *U.S. Media*

5
Pallavi Jha *IDC India*
Jessica Koch *IDG Australia*
Miguel Mateo *IDG Spain*
Mariesell Esquilon *IDC Middle East, Africa & Turkey*
Sarka Grundy *IDC CEMA*

3
Mathew Wisniewski *IDC*
Julie Rogers *U.S. Media*

2
Bonnie Gardiner *IDG Australia*
Michael Toney *IDG Strategic Marketing Services*
Daniel Skoglund *IDG Sweden*
Iryna Melnychuk *IDC Ukraine*

1
Justin George *IDC CCR*
Wynette Outland *IDC*
Miranda Aeelen *IDC Mexico*
Andy Walton *IDC Germany*
Preya Shah *IDG Global Solutions*

Please send anniversary information to world_update@idg.com.

unsunghero

Daniel Masaoka

Video Director and Editor

IDG.tv

U.S. Media VP, Video Programming ***Kyle Kramer*** *named Video Director and Editor* ***Daniel Masaoka*** *his team's Unsung Hero. "The longest tenured member of the IDG.tv team, Daniel has experienced a great deal of change over the past three-plus years," he said. "As the department was officially established and the team began to grow, Daniel rose up as a natural leader. He has continued to hone his cinematic craft while constantly pushing creative boundaries and elevating the work of everyone around him. He has contributed greatly to raising the bar of what it means to create video at IDG and remains a positive force in our continued evolution."*

Home
San Francisco; originally from Los Angeles

Joined IDG
February 2014

Career path at IDG
Started at IDG.tv as a camera operator and editor; now I'm video director and editor.

Primary job responsibilities
Shooting and editing videos across all of IDG's brands. Being in San Francisco, though, that means primarily for our CSMB brands.

Three things I do in a day's work
- Shoot video
- Edit video
- Keep our gear/studio clean and maintained

What I love most about my job
My team. Video is a team effort, and I have the best people to work with.

A hot-button issue that I'm dealing with
Interacting with our audience. The video experience isn't just a one-way push any more and really requires engagement to build a community around our brands. Engagement means interacting with our viewers in comments and social media, not just replying but initiating conversations. It also means incorporating some of those responses into future videos. When our viewers get acknowledged by us, it shows we're listening and valuing their comments. Lively discussions often lead to a lot more sharing.

ADAM PATRICK MURRAY

IDG.tv Video Director and Editor ***Daniel Masaoka*** *joined IDG in February, 2014.*

Latest accomplishment
Recently completed IDG Compass, a training course that gives relatively new IDG employees better skills at navigating their way around the company.

Career highlight
We've done a lot of great video. The two I'm most proud of is a mini-documentary on drone racing at the Drone Nationals, and the other was a video on the Ford Shelby GT 350, which was the single longest day and hardest I ever had to work. I was the sole shooter, which meant lugging a tripod, slider and tripod around a race track. But by grinding through we got some amazing sunset shots by the shore that really made the video.

Interests outside the office
I love television. I swear it's the new golden age of TV. Also I brew beer. And then I drink it.

What others can't tell just by looking at me
I'm not really sure what people think when they look at me.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Lara Namba *IDC Brazil*
...and all the contributors to the volunteer profiles

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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IDG Poland's Smart City event focuses on implementations

This inaugural conference extended the business unit's IT in government portfolio and delivered over-budget results in a high-profile venue for 150 attendees.

SEE MORE ON PAGE 4

Also inside

Marketing Update: IDG Communications CMO Josh London on progress on road to 'Branded House'

One on one: IDG Research Services' Janet King

IDG Germany's CIO of the Year gala has strong sponsor support

New employees join IDG TechNetwork and IDC offices in the Czech Republic, the U.S. and across Asia.

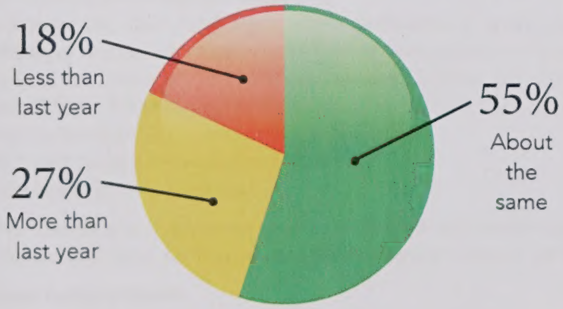
SEE MORE ON PAGE 7

Unsung hero: IDG Korea Sales Director Eddy Kim is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How will your online holiday shopping compare with last year?



Log on to www.idgcentral.com to vote on this week's question:

What do you use as a Facebook profile photo?

CLICK HERE

Teamwork = Mystery solved

The IDG TechNetwork marketing staff recently hosted a team building Murder Mystery event for IDG employees located in the New York City office and IDGTN sales team members who were visiting from Chicago and San Francisco. Each attendee got into character to solve the mystery. Winners included Mystery Solvers Ken Lynch, Matt Anderson, Rick Currier and Komal Daryani; Best Costume: Shyann Ramroop; Best Actor: Erik Swanson; Money Bags Award: Andrea Heaney.

Marketing Update

Building the foundation of our branded house

This is the second in a regular series of columns that will be contributed by IDG Communications Chief Marketing Officer Josh London aimed at sharing progress on IDG's new global corporate marketing efforts to elevate the IDG brand in the marketplace.

We've made great progress since I last updated you on our plan to transform IDG from a house of brands to a branded house.

The house imagery serves us in many ways. When building a house, you must survey the property, clear the land, and lay a foundation. From street level, it can be difficult to see how much activity is really occurring, and I wanted to take this opportunity to share our progress with you. Some of the foundational work is easy to take for granted, but it contains important building blocks for our strategy. For example, there was no way to email all IDG Communications employees globally before we created one with **Patrick Kenney**, IT director, IDG International Publishing Services, a nod to our decentralized legacy.

First off, we needed a blueprint. For the past 49 years, we've had multiple plans for how to build our business units and communicate to our audiences, but they've worked independently, not for IDG as a whole. So the first order of business for our overall IDG plan was to understand the landscape.

As I mentioned in my last column, we needed to understand how IDG is perceived in the market and by our customers and prospects. We learned a great deal by undertaking an audit and talking to a broad swath of key stakeholders, including customers, prospects, the media, IDG board members and employees.

We also learned that we have more work to do when it comes to getting the word out there about who IDG is, what we do, and how we can help fuel our customers' growth with our capabilities. Because we've been decentralized, our go-to-market efforts have, in most cases, been driven at the business unit and geographical level. While that's been effective in the past, it limits some of the ways we can do business today.

Technology doesn't recognize borders and businesses of all sizes compete globally 24x7. To drive growth, we must have a relentless focus on our customers. We need to be easy to understand and easy to do business with. Our customers and prospects have the choice of doing business with every company, not just the ones we define as our competitive set. It is imperative that we view everything that we do through a customer lens to understand their challenges and to credibly address their needs.

We laid the foundation — what is our core messaging and how do we best communicate it? We've hired a PR and branding agency to help us articulate the messages that resonate most with our audiences. Now that we have identified some of the ways we want to position ourselves, we have started to raise the profile of IDG in the media, through interviews and speaking engagements with trade and mainstream press. A selection of our recent coverage can be found here.

IDG has 8 million followers through social media, but we are very fragmented. So **Lauren Kirchberger**, content marketing specialist, IDG Corporate Marketing, has been reaching out to social media managers across the globe to share best practices and begin to unify our voice. If you haven't heard from Lauren, please email her at lauren_kirchberger@idg.com.

We've been supporting pan-IDG launches and media events through integrated social media campaigns. We have also created a series of shareable graphics and videos called Data Bites, which you can use to promote IDG to your followers.

You can find these, and all of the materials referenced in this article at IDG1, our new corporate marketing website This site will be continu-

continued on page 5

Employee resources from Corporate Marketing

IDG1—Global Marketing Resources

Our internal site, IDG1, for global marketing resources is: corpmarketing.idg.com. This site is password protected so please send an email to **Lauren Kirchberger** requesting access. Check the site often, as we're regularly updating it. Within the site you'll find core resources including:

- General Resources: Brand Guidelines, About IDG Slides, IDG Corporate Logo, IDG Briefs, Leadership Decks, Sell Sheets, PowerPoint Templates
- Social Media: Social Contacts, Suggested Tweets, Best Practices, Image Library, HR/Talent Promotions (checklist and graphics)
- Videos: Spotlight On..., and other general videos
- PR: Latest News Coverage, Press Releases
- Daily News Summary sign up

We've created a Slack group where we can all share information easily and organically. Visit https://idgmarketing.slack.com/signup. Anyone with a confirmed IDG email address will be able to create an account on Slack.

Internal Twitter Account

Corporate Marketing will post tweets so your team members can easily stay up-to-date with announcements from our team and see important pan-IDG tweets that you can amplify through your social channels. Please follow @IDGCorpMktg to stay up to date. I would recommend that you enable notifications with this account so you can receive real-time announcements.

URL Shortener

To reinforce the IDG brand across our social media channels, please use the IDG URL shortener when possible. You can find this tool within the gray navigation bar at the top right of IDG Central.

OneonOne

Janet King

IDG Research Services

The SVP/general manager of IDG Research Services is this week's columnist. Reach her at janet_king@idgresearch.com.

> "We conduct more than 130 research programs annually for IDG and our advertisers around the globe. In a nutshell, we serve as a flexible, scalable resource for IDG's advertisers and business units — an on-demand resource for high-quality research services."

Q Can you briefly explain the role of IDG Research Services?

A IDG Research Services is a full-service research provider specializing in marketing and media-related research for tech marketers. Our strength lies in the design and conduct of custom, quantitative research programs that help to inform and support marketing and brand strategies. Simply put, we help to tell a brand's story, providing tech marketers with insights they can use:

- To provide actionable insights to support PR activity, blogs, articles and social media activity.
- To provide content for marketing programs and events.
- For sales enablement activities.

We can handle our clients' research needs on a local, regional or global basis. This capability provides our clients with the convenience of working with one point of contact and ensures a consistent, cost-effective and comparable research effort in all markets.

Within IDG we are part of the Global Services team along with Strategic Marketing Services, IDG Global Solutions and U.S. Corporate Sales. Our goal as a services group and part of the strategic marketing services stack is to help drive revenue for IDG business units around the world.

Q How is the research team structured?

A We have a great team of research experts based in Framingham, Mass., with an average tenure of 18-plus years. I spend the majority of my time on pre-sales activities helping to drive new business development, build out our product portfolio and recommend research methodologies that best suit client needs.

Research Director **Jen Garofalo** and her analyst team focus primarily on post-sales activities — the execution and delivery of our services. Jen and her team are responsible for meeting with clients to help define their objectives, writing surveys, managing the data collection process, compiling and analyzing results and delivering key insights/recommendations to our clients, a job they all do exceptionally well.

Albie Minkovitz is our competitive analyst. Albie leverages comScore and other third-party data sources to help IDG's business leaders track our competitive position — both IDG's share of market on the online advertising side as well as the global reach of our IT audiences.

Q How do you interact with other business units?

A Within IDG we work with all sides of the business. For our marketing and editorial teams we help design and conduct research used to position IDG brands as thought leaders in the market and support sales efforts. Surveys conducted for IDG Enterprise like the State of the CIO, Role and Influence of the Technology Decision Maker or State of the Network fall into this category. We also conduct audience profile surveys and tech persona research to help describe our audiences and their behaviors, information we can use at the corporate or individual business unit level to demonstrate the value of our audiences and inform our own business strategy.

For our sales and alliance marketing teams we conduct brand positioning and advertising effectiveness research — efforts aimed at helping tech marketers understand the competitive position of their brands and to inform messaging. We also conduct research to understand best practices on a wide variety of tech topics — information that is used to fuel tech marketers' content marketing efforts by providing data and insights for use in white papers, infographics, webinars, video, native ad units and more. On average, we conduct more than 130 research programs annually for IDG and our advertisers around the globe. In a nutshell, we serve as a flexible, scalable resource for IDG's advertisers and business units — an on-demand resource for high-quality research services.

Q What are the benefits of being a part of IDG's Global Services team?

A Since our founding in 1987, IDG Research Services has been a key contributor to the IDG services stack. Our body of work as a research organization has helped to inform and shape IDG's brand strategy and strengthen our competitive position; to support our advertisers' brand and marketing strategies; and to drive new business opportunities and revenue growth for the organization as a whole. Over the last five years alone we have expanded our sales channels, tripled our external sales and built an outstanding portfolio of research services. As we enter FY16, however, we are looking to evolve and realign our focus to modernize our business and be agile, stay relevant and stay ahead.

continued on page 5

IDG Poland's Smart City event focuses on real-world implementations

Debut event extends IT in government portfolio, delivers over-budget results in a high-profile venue

Hoping to extend the success of its four-year-old Country 2.0 conference, which focuses on IT in the national government sector, IDG Poland recently launched a Smart City conference to shine a spotlight on IT implementation at the municipal level.

The one-day event, which was free for the approximately 150 attendees — IT managers and other municipal workers involved with technology purchases for cities throughout Poland — focused on four main areas:

- How do residents benefit from smart cities?
- What IT technologies are most appropriate for the creation of smart cities?
- What sources of financing are available for smart city implementations?
- What are some examples of successful smart city implementations in Poland and beyond?

IDG Poland Sales Representative ***Agata Gozdzik*** *welcomes one of the approximately 150 attendees at the company's first Smart City event, held at the country's Ministry of Infrastructure building.*

Smart Cities was supported by five sponsors — Comarch, PayU, Signity, Promise and Proximus — that were responsible for approximately 60% of the event revenue, while ticket sales to IT vendor representatives accounted for the other 40%, said **Sebastian Watras**, head of events, IDG Poland.

The event was held at the headquarters of Poland's Ministry of Infrastructure, which "added a lot of prestige and interest in the event while minimizing our expenses," Watras said, noting that it was the relationships they had built over the years of producing the Country 2.0 conference that opened the ministry's doors to the Smart City event. "In addition to being a high-profile venue, it was also much cheaper than renting a conference center — we had to pay only for catering, and we had no other venue costs."

Watras said the agenda was built around showcasing 10 case studies from various Polish cities that have implemented technology to enhance services, reduce costs and resource consumption or improve residents' interactions with local government, which was a great draw for the target audience. It was also a key differentiator from several other smart city conferences already in the market he said. "Those other events are rather general with panel discussions and overview presentations."

In addition, Watras said his team further differentiated the event by organizing an awards program to recognize the best smart city solutions in Poland. Computerworld Editor-in-chief **Tomasz Bitner** headed up a jury of six industry experts that selected the top three implementations, each of which was honored at the end of the event. "The awards were a great success and also provided additional word-of-mouth marketing about our event," Watras said.

The agenda was built around showcasing 10 case studies from various Polish cities that have implemented technology to enhance services, reduce costs and resource consumption or improve residents' interactions with local government, which was a great draw for the target audience.

Speakers included the IT managers involved in smart city solutions. "We asked to receive their presentations a week before the event so that we could make suggestions for changes if necessary."

And because his team was able to attract IT managers from around Poland, Smart City was very appealing for sponsors and vendor representatives," Watras said. "All in all, Smart City was very well received by both attendees and the vendor community and delivered

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continued from page 4

IDG Poland Smart City

Leveraging the strong relationship built over several years of working with Poland's Ministry of Infrastructure on IDG Poland's Country 2.0 event, the company was able to use the ministry's conference room — at no cost — for its Smart City event.

over-budget results," he added.

"The project manager for this event was **Patrycja Kuriata**, and launching this new event was a particular challenge for her because she only recently [June] joined IDG Poland, and this was her first project," Watras said. "She managed to complete this task perfectly, however."

The next edition of Country 2.0 will be held in the spring and will present new challenges given that recent elections have led to the departure of many key ministry employees with whom IDG Poland has worked closely for several years, Watras said. The next edition of Smart City will take place next fall.

For more information, contact Sebastian Watras. ■

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One on One

IDG Research Services has a firm foundation within the U.S., and we are now looking to build our global, regional and local strategies. Working with IDG Global Solutions within their three hubs — Americas, EMEA and Asia — will open up opportunities on a macro level and working with the Strategic Marketing Services international businesses will allow us to capitalize on opportunities in local markets. Research is a key component of the marketing services toolkit, and, as part of IDG's Global Services organization, we can continue to expand upon the successful foundation we have built in the U.S. while expanding our capabilities globally, operating as a center of excellence for IDG brands around the world. Our value proposition, put simply, is "to create world-class marketing and customer experiences."

Q What can we expect from IDG Research during FY2016?

A For FY16 we are focused on evolving and realigning our focus to modernize our business, to be agile, to stay relevant and to stay ahead. As part of the Global Services organization, we will be exploring new opportunities to create new research products, launch into international markets and look at new approaches to services that extend beyond our current capabilities. The goal? To fuel revenue growth (up and to the right) for IDG's business units through the delivery of innovative, high-quality research services. ■

continued from page 2

Marketing Update

ally updated as we develop and iterate materials.

Research has always been a way to show the market our strength as a global company, and we launched the IDG Global Marketing Insights report — an internal resource for sales and marketing client conversations, to compare regional differences across Europe, APAC, LATAM, Middle East, Africa and North America in data, digital, social and mobile.

At its heart, the key to IDG's success is our people, and attracting and retaining the best talent is a cornerstone of our strategy. To this end and in concert with HR, we've made it easy for hiring managers to leverage their networks by promoting open positions with an easy-to-follow checklist and social media assets for talent branding. And on the Corporate Marketing team, we've added **Jenny Fahlbush**, VP marketing, **Janet Wyles**, director of communications, and **Becky Harry**, marketing specialist, to join Lauren Kirchberger, working closely with **Joe Altria**, marketing manager at IDG Global Solutions.

We've been working closely with our branding agency and I am very pleased with their progress. Together we are identifying key areas of focus to turn their findings into a brand promise and brand architecture that we can share internally and externally. We are excited to share this important work and look forward to doing so in January and February.

There's more in progress, and much more to do. We have been very encouraged by all of the feedback we've received, and I invite you to share your ideas or suggestions with me directly at jlondon@idgcommunications.com. I'd love to hear from you.

Wishing you and your loved ones a happy, healthy holiday season! ■

IDG Germany's annual CIO of the Year gala draws strong sponsorship support

The IDG Germany editorial representatives involved with the event included (l-r): CIO Germany freelancer and awards presenter **Horst Ellermann**, Computerwoche Editor and CIO of the Year Project Manager **Karen Funk** and Computerwoche Editor-in-chief and awards presenter **Heinrich Vaske.**

IDG Business Media hosted its annual CIO of the Year gala last month at the five-star Hotel Bayerischer Hof in Munich. The evening has become a must-attend event for IT executives in the region.

"The CIO Awards are not only the most important distinction CIOs can obtain in the German-speaking countries, but the gala is also a set date for IT managers in their yearly calendar," said Computerwoche Editor and CIO of the Year Project Manager **Karen Funk**. "Some call it the 'pre-Christmas CIO community reunion.'"

The 320 attendees were primarily CIOs and their guests, as well as sponsors and IDG Germany staff. Beginning with a reception sponsored by Accenture, the evening continued with a dinner and awards program hosted by a well-known German TV journalist, Karin Mueller-Hohenstein.

Primary supporters included Wipro (sponsor of the Big Company category, in which 10 CIO finalists were honored), Bechtle (sponsor of the Small and Medium-Sized Company category, also with 10 finalists) and Oracle (sponsor of a special category, the Innovation Award, which recognized the CIO of the first 100% digital health clinic in Germany).

*Computerwoche Senior Editor **Hans Koeniges** (left) interviews one of the winners, Hamburg Port Authority CIO Sebastian Saxe. for a video aired on Computerwoche.de.*

Eighteen additional companies signed on as table sponsors, including HP, Amazon Web Services, Capgemini and Lufthansa Industry.

More than 60 CIOs sent in applications this year that were reviewed by Computerwoche and CIO Germany editorial staff who selected the 10 finalists in the two main categories, as well as the winner of the Innovation Award, who was one of the Big Company finalists. An external panel, which included three former CIO winners, professors from several renowned universities in Switzerland and Germany and other experts, selected the winners.

The gala was followed by a business breakfast the next day, sponsored by Microsoft, with a panel featuring five of the finalists.

Since the 2014 program ran 30 minutes longer than planned, Funk and her team implemented ways to improve time management this year. They eliminated entertainment on stage, such as dancers and musicians, to focus the program exclusively on IDG Germany and the awards. Rather than provide introductory remarks for all of the finalists, they were honored in a brief on-stage slideshow, while only the winner received a longer introduction from the awards presenter.

Speakers, including sponsors, were asked to send in their scripts, which were shortened where needed, and a clock monitor was placed at the foot of the stage for them to see their remaining time. Several sponsors were asked to be part of an on-stage interview rather than deliver a speech, "which gave us more control over the time, and the quality of their contributions improved!" Funk said.

Her team also changed the program so that IDG staff did not have to come on stage one final time after dessert to wrap up the event and thank the guest host, doing so instead after the final awards presentation. Since the event wrapped up at 10:30 p.m. rather than after 11, Funk said more people were motivated to linger much longer afterwards for networking and dancing.

Write to Karen Funk. ■

More than 300 people attended the CIO of the Year gala in Munich.

noteworthypeople

New employees

Tucek

New at **IDC CEMA** in Prague is Research Analyst **Filip Tucek**; he will be providing research and analysis on cloud computing in Western Europe. He studied at the University of International and Public Affairs in Prague and the Prague Security Studies Institute. He holds a master's degree in international affairs from Columbia University and was most recently a research assistant there. In his free time Filip enjoys sports and hiking. ftucek@idc.com

Lloyd

Henry Lloyd joins **IDG TechNetwork** as an account coordinator. A recent graduate of the College of Charleston in South Carolina, he holds a B.S. in business administration, hospitality and tourism management. In his free time he enjoys tennis and golf. henry_lloyd@idgtechnet.com

Colon

The **CIO Executive Council** has hired **Oscar Colon** as enterprise director, Mid-Atlantic. Previously a new business director, Environmental and Energy with AllOne Health Resources, he holds a degree in economics from the University of Massachusetts/Amherst. A recent convert to triathlons, he has completed three 70.3 "Half Ironman" events in the last 18 months. ocolon@cio.com

PETER SHORT
Close

Ali Close joins **IDC Framingham** as a senior research analyst, coming from Dunkin' Donuts Brands where she was a senior analyst of global consumer insights. She holds a B.A. in marketing from Franklin Pierce University in Rindge, N.H., and an M.A. in marketing analytics from Bentley University in Waltham, Mass. She spends her free time running and "chasing around my kids." aclose@idc.com

New at **IDC CCR** in Bangalore, India, is Travel Coordinator **Meenu Simon**. She has six years of experience in travel, most recently with American Express Global Business Travel. She holds a master's degree in travel administration and enjoys listening to music in her free time. msimon@idc.com

Singh

IDC Malaysia welcomes Senior Research Manager, Consulting **Simran Singh**. He has nine years of experience in consulting, primarily in oil and gas, mining, agriculture and manufacturing with a strong focus on IT and digital strategies. He holds a graduate certificate in computing from the U.K.'s Staffordshire University and enjoys reading and time spent with close friends. simransingh@idc.com

New at **IDC Philippines** is Senior Account Executive, Event Sales **Josef Andrade**. He holds a B.S. in political science from the University of the Philippines and is currently pursuing an MBA at the City University of Muntinlupa. Away from the office he enjoys gardening, carpentry and cooking for his family of four. jandrade@idc.com

Sangwan

IDC India has hired **Sonam Sangwan** as operations manager, IEP. She most recently worked at IMA India where she managed and led its CIO Forum initiatives. She holds a post-graduate degree in business administration and enjoys data mining and keeping up with current events. ssangwan@idc.com

anniversaries

Congratulations to the following employees who are celebrating

21
Peter Mayer Sr. *IDG List Services*

20
Janis Dempsey *IDC*

19
Tehmasp Parekh *IDC Australia*

18
Joseph Howard *IDC*
Hyun-Ju Kim *IDC Korea*

16
Daniela Cimino *IDC*
John Cooney *IDG Corporate Services Group*

15
Kathy Rebello *U.S. Media*

10
Lisa Kue *IDC*
Joyce Carpenter *U.S. Media*
Lisa Kerber *U.S. Media*
Martin Horcicka *IDC CEMA*
Nandish Eregowda *IDC Center for Consultancy & Research*

9
Karsten Weide *IDC*
Romelle Herring *IDC*
Manjunath Siddaiah *IDC India*

8
Phuong Hang *IDC*
Zoe Crowder *IDC*
Jacklyn Kliem *IDC*
Elaina Stergiades *IDC*
Lynn Vuong *IDC Australia*

7
Marcus Torchia *IDC*
Gary Chen *IDC*
Bibi Yengkokpam *IDC Center for Consultancy & Research*

6
Jason Cross *U.S. Media*

5
Himansu Tripathy *IDC Center for Consultancy & Research*
Ragupathy Vellappa *IDC Center for Consultancy & Research*

4
Tom Drummond *IDG U.K.*
Pei Wang *IDC China*

3
Linn Huang *IDC*
Alejandro Germenos *U.S. Media*
Erin Naillon *IDC CEMA*

2
Bolanie Adisa *IDC West Africa*
Dalibor Vanicek *IDC CEMA*
Komal Puri *IDC India*

1
Pablo Garcia *IDC Mexico*
Phillip Goodwin *IDC*
Bryan Bassett *IDC*
Anthony Scarsella *IDC*
Christine Britsas *IT World Canada*
Corrina West *IDC Australia*
Amit Kamal *IDC India*
Mun Su Choi *IDC Korea*

All business units and licensing partners are welcome to send anniversary information to world_update@idg.com.

IDC Singapore has hired **Shekhar Bhartiya** as a senior consulting manager, DecisionScapes. He has 15 years of experience in CIO/CXO advisory roles and large-scale transformation initiatives with Fortune 500 firms and holds an MBA from the National University of Singapore. He enjoys playing sports, reading and socializing with friends. sbhartiya@idc.com

Returning employees

Padha

Previously a member of **IDC India**'s Client Devices team, **Akanksha Padha** returns to the company as a senior market analyst. She most recently launched an entrepreneurial venture that developed handmade home décor elements; she has also worked for Accenture in India and the U.K. She holds a B.S. in engineering from R.V. College of Engineering in Bengaluru, India, and enjoys interior design, swimming and playing the guitar. apadha@idc.com

All business units and licensing partners are invited to send news about newly hired or promoted employees to IDG World Update. Please send information and photos to world_update@

unsunghero

Eddy Kim

Sales Director

IDG Korea

IDG Korea Managing Director ***Katherine Park*** *named Sales Director* ***Eddy Kim*** *her team's Unsung Hero. "Eddy has been with IDG for more than nine years and has done a tremendous job developing sales team," she said. "He began with his career with the event sales team and gradually expanded his role to online business. Leading the sales team he always shows improvement. He is focused and a results-driven leader who is very passionate about winning."*

Home
Seoul, Korea

Joined IDG
2006

Primary job responsibilities
I am in charge of the IDG Korea sales team. Most of my clients are global vendors such as Dell, IBM, Oracle and EMC, and I try to deliver high-value programs to them. Managing the sales team and delivering the best programs to clients are my key responsibilities.

Three things I do in a day's work

- Hold a 10-minute meeting with the sales team to manage sales targets and overall achievements.
- Have face-to-face meeting with clients.
- Check on campaigns' progress and write proposals.

What I love most about my job
I love planning and creating marketing programs with clients. When the clients prepare their marketing plans, they like to listen to my suggestions and proposals. When their campaign ends successfully, the results give me satisfaction and make me love my job and company.

Hot-button issue that I'm dealing with at work.
Data-driven marketing activities and effective mobile and social marketing. To improve my knowledge of both I usually seek out the best B2B case studies and get advice from experts.

Latest accomplishment
I recently closed a large volume of digital programs with Oracle. It's been a long time since we tried to build a relationship with Oracle, and I provided them with several case studies and recommendations from clients. However, the most effective pitch was this message: "IDG Korea works with many global companies but not Oracle. If we are not good, why have these global vendors worked with us for several years? Don't hesitate to work with us. We are the right place to start digital marketing in Korea."

IDG Korea Sales Directory ***Eddy Kim*** *will celebrate his tenth anniversary with IDG next year.*

Career highlight
Next year will be my 10th anniversary at IDG.

What I'm doing to be a better employee
I often attend courses related to leadership and digital marketing.

Interests outside the office
I enjoy being outside with my family; camping is one of my favorite activities these days. I'm trying to be a good father for my little boy.

What others can't tell just by looking at me
I have a warm heart.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

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IDG India hosts record-breaking CIO 100 Awards event in Pune

CIO100
SYMPOSIUM & AWARDS CEREMONY

The 10th edition of the awards celebration exceeded previous revenue and sponsorship milestones and featured the participation of two IDG managers from Europe.

SEE MORE ON PAGE 4

Also inside

IDG China, IDC China team up for Asia Pacific Smart City Development Forum
One on one: IDC President & CEO Kirk Campbell reviews FY15 performance, IDC's key growth area
On the job: Editorial Director, IDC Custom Solutions

Celebrating 20: Network World Online News Editor Michael Cooney traveled to Italy.

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Revenue & Marketing
Your guide to turning an idea into a money-making site
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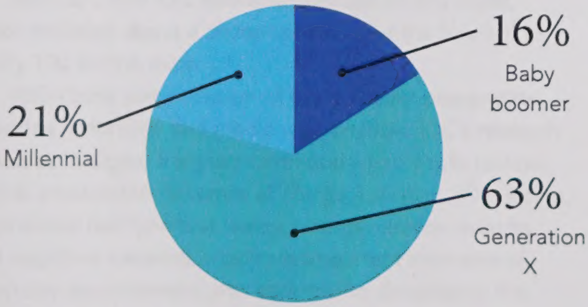
Check out the career enhancement courses available through IDG Training & Development.

SEE MORE ON IDG CENTRAL

Question of the week results

What's your generational affiliation?



Log on to www.idgcentral.com to vote on this week's question:

How will your online holiday shopping compare with last year?

CLICK HERE

See the news summary on IDG Central

The daily news summary is produced by IDG Corporate Marketing and provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry. You can view the News Summary on IDG Central's Press Summary section or request to be added to the distribution list by contacting Colleen Barry. Recent news items include:

Thanksgiving miracle: Brands find a mobile ad format they actually like (Digiday)

Google Announces New Advertising Support For AMP Pages (Marketing Land)

To Secure The Future Of Programmatic Direct, We Need Industry-Standard Terminology (AdExchanger)

EE, Britain's biggest mobile operator, proposes restrictions on mobile adverts (The Telegraph)

A new site launches today, offering a place to explore the intersection of news and social media (Poynter)

IDG China, IDC China collaborate on regional smart city conference and expo

IDG China and IDC China brought their collective strengths together last month to expand a country-specific event to a larger, regional program. For the past two years, IDG China had produced the very successful China Smart City Development Forum and wanted to elevate the event to an Asia-Pacific level for 2015 with the help of IDC's thought leadership across the region. The first Asia-Pacific Smart City Development Forum, held Nov. 17 in Shenzhen, marked the first time the two business units had collaborated on an event in more than 10 years. IDG China served as the host, with IDC China and IDG World Expo China as co-producers.

"We had a wonderful cooperation with IDC," said IDG China Project Manager **Jenny Zheng**. "They gave us a lot of support in content development, inviting more than 20 senior government officials and experts from New Zealand, Singapore, Thailand and Malaysia to be presenters and panelists, which gave the rorum more international appeal and professional representation."

The event also benefitted from the support — as it had had in the previous China-focused forums — of several Chinese government ministries, including the Shenzhen municipal government, and other business units within IDG China.

Ever since planning began in March, "our offices have been aligned with a single goal: to provide a well-designed platform for city government officials, solution providers, industry experts and other stakeholders to engage and inspire each other," said IDC China Senior Marketing Manager **Jessica Qiao**. The event drew some 1,000 conference attendees and more than 400 visitors to the China Smart City Expo.

Both IDC and IDG sold sponsorships for the event, which included about a dozen sponsors for the forum and nearly 100 for the expo.

IDG China was in charge of overall event preparation, attendee invitations and media relationships. IDC's research expertise in digital transformation and what it calls technological accelerators (Internet of Things, robotics, 3D printing, augmented reality/virtual reality, next-generation security and cognitive systems), which are important elements of smart city development, was essential to developing the conference program.

IDC AP Government Insights Program Manager **Gerald Wang** introduced highlights from recent IDC research on smart cities. He defines a smart city as "a finite entity with its own governing authority, typically more local than the national level, and that uses a specific set of technologies for urban transformations and to achieve specific socioeconomic goals."

*One of the panel discussions featured (l-r): IDC China VP & Chief Analyst **Lianfeng Wu**, Roger Dennis, founder of Sensing City, New Zealand; IDC Worldwide SVP/Enterprise Systems and Fellow for IoT **Vernon Turner**; Khoong Hock Yun, assistant CEO/Development and chief data officer, Infocomm Development Authority of Singapore; Liu Jie, municipal party secretary of Xinyu City, China; and Liu Feng, general manager of Smart City Solutions, ZTE Corp.*

At a gala dinner following the conference, IDC China presented its China Smart City Awards for the second consecutive year. Twenty Chinese cities were recognized for their exceptional achievements in smart city development in areas such as transportation, tourism, education and public safety.

IDC China also introduced the winners of two new award programs. For the Asia Pacific Leading Smart City Award, IDC Government Insights went through a three-phase benchmarking exercise to determine the winners. These included identifying and cataloging the key smart city projects in Asia/Pacific (excluding Japan) by IDC analysts, online voting to determine public opinion, and the assessment of an international advisory council. Singapore and mainland China won the most awards, collecting four and three of the 14 categories, respectively.

For the third award program, 24 companies received the Leading Smart City Solution Provider Award for their work in numerous cities throughout China. IBM, Lenovo, SAP, Intel and Oracle were among the companies recognized.

IDC China Managing Director **Kitty Fok** said, "While this is the first time IDG China and IDC China have worked so closely together, it won't be the last. With deepened trust and enhanced confidence, we will see more in-depth cooperation in the future."

Write to Jessica Qiao. ■

OneonOne

Kirk Campbell

IDC

The president and CEO of IDC is this week's columnist. Reach him at kcampbell@idc.com.

Based on the Global Research Advisory Council feedback, there are three major areas where IDC is enhancing its products and services in 2016: 1) Extending IDC's coverage of the 3rd Platform and new emerging technologies, 2) Deepening IDC's data and 3) Enhancing IDC research delivery models.

Q How did IDC and its major lines of business (subscription, consulting and events) fare in FY 2015? How does the financial picture look for FY 2016 so far?

A FY2015 was an outstanding year for IDC in terms of its financial performance. The company achieved a new record level of operating profits of $48 million, which was almost $5 million higher than the previous year. IDC's operating profit margin was a healthy 14%, increasing by one percentage point from FY 2014. IDC's total revenues increased by 5% compared to the prior year (at constant exchange rates) representing a nice growth rate considering the size of IDC's overall business. Each of IDC's business units around the world did an excellent job in FY 2015 growing revenues and controlling expenses to achieve higher profits than FY 2014.

IDC's largest and most profitable product line, the subscription business, grew by 5% in terms of bookings during FY 2015, which is good news for FY 2016 since revenues are recognized over a 12-month period. The consulting — or custom solutions business, as we call it — had its ups and downs during the year, which is the nature of this business since most projects are not renewable. IDC ended FY 2015 with a small bookings decrease versus the prior year when we achieved a high level of consulting business. The IDC consulting business in FY 2015 continued to make major positive contributions to IDC's financial success. The third line of business — events — grew by 9% in terms of bookings during FY 2015, which was a very good result. I would like to thank each of IDC's employees for their commitment to high quality work for our customers. IDC's excellent financial results in FY 2015 were solely the result of the outstanding dedication and professionalism of IDC's employees around the world.

Of course, it is early days in the new fiscal year to start talking about the financial picture for FY 2016, but we did start off the first month of the fiscal year, October, with an excellent bookings growth rate of 16% versus the prior year. IDC's biggest sales month of the year is December followed by March. We have lots of work to do to bring in contracts during the next four months. Once we have completed the first half of this new fiscal year we will have a better handle on the financial outlook, but all signs are positive at this point.

Q How does IDC's revenue break down in terms of U.S. and the rest of the world?

A IDC's U.S. revenues make up 42% of total IDC revenues, and revenues outside of the U.S. make up 58% of the total. So IDC has a very large business outside the U.S., which is to be expected given our 50 country offices around the world. Currently 67% of IDC's research analysts are located outside the U.S. In terms of IDC's international revenues, 48% are in the Asia/Pacific region including IDC Japan, 42% are in IDC EMEA (Europe, Middle East & Africa) and 5% each are in Latin America and Canada. By comparison, Gartner reported for 2014 that 60% of its revenues were from the U.S. and Canada while Forrester Research reported that 74% of its revenues are in the U.S. So there is no question that IDC is the most global technology marketing intelligence and advisory company.

Q What is IDC's highest priority growth area?

A IDC's most strategically important growth area is the IT Executive Program (IEP), a relatively new business that provides research advisory subscription services to IT buyers. This business is top priority for IDC since it gives our company a huge new addressable market that includes CIOs, CTOs, IT professionals and line of business executives involved in technology purchases. IDC's IEP research advisory subscription business grew at a rapid rate this past fiscal year. Since this is such a strategic area we have received IDG management approval to invest substantially in IEP so that we can drive even faster growth in FY 2016 and future years. We are investing both in the U.S. and internationally in IDC Asia/Pacific as well as IDC EMEA since there are excellent opportunities to grow this business in all regions. We are actively hiring new IEP sales and research executives as well as additional

continued on page 7

IDG India enlists European IDG executives at record-breaking CIO100 awards event

IDG India's CIO100 — popularly known as the Oscars of the Indian IT industry — celebrates the 100 Indian organizations and their CIOs that are using IT in innovative ways to deliver business value. The 10th edition of the two-day event, held in September in Pune, brought in record levels of revenues (15% growth from the previous year's edition), sponsorships (more than 30), attendees (417), as well as assists from two IDG managers from Europe.

"We position the CIO100 as a special occasion and did a couple of things to give it a special flavor this year," said **Sudhir Kamath** IDG India president, Sales and Marketing. "Normally, we restrict the invitation-only attendance to only the award winners, but this year we invited all the previous CIO100 winners who are still in an active CIO role." IDG India also instituted a CIO of the Decade award that honored a select set of CIOs who had won the very first CIO100 award in 2006 and are still in a CIO role with the same company.

The CIO100 involves keynote speakers, roundtable and panel discussions held during the day with awards dinners each evening. IDG India VP, Operations and HR **Rupesh Sreedharan** said the design of the CIO100 agenda — this year themed "The Versatile 100" — was a collective effort by IDG India's events and editorial teams. The four keynote speakers included Peter Baines, business consultant and "socialpreneur;" Roger La Salle, director and former CEO of the Innovation Center of Victoria; entrepreneur and author of *Success Is Not a Spectator Sport* Charles Marcus and Brand and Communications Strategist Richard Sauerman.

*IDG Communications U.K. VP/International Finance **Keith Arnot** (right) not only presented the CIO 100 awards but talked about the significance of India to IDG.*

Unfortunately, a month before the event, the CIO India editor-in-chief and longtime face of the event resigned. "We decided that rather than use a different internal editorial anchor, we would tap into the IDG's global network to bring in another senior editor-in-chief to showcase CIO's breadth and reach," said **Louis D'Mello**, IDG India president and CEO. "[IDG Netherlands Managing Director] **Maringo Vlijter** was very supportive of the idea and immediately consented to send IDG Netherlands Editor-in-chief **Sander van der Meijs** to fill in. Despite the short notice, Sander was ready to support our cause and make the journey."

*IDG Netherlands Editor-in-chief **Sander van der Meijs** (right) led three CIO Conversations panels and two one-on-one Chat with the Editor talks.*

Van der Meijs led the three sponsored CIO Conversations panel discussions and two one-on-one Chat with the Editor discussions.

"The CIO100 was a wonderful experience," van der Meijs said, "and so was working with Editor-in-chief **Arun Kumar**, who proved to be a skillful editor. The entire IDG India crew was very nice, and I saw how hard everybody was working to keep the CIOs happy. At the end of the second day most of them could barely stand on their feet. But that did not keep us from dancing the night away when it was all over."

Also on hand from Europe to present the CIO100 awards was IDG Communications U.K. VP/International Finance **Keith Arnot**. "Since we had positioned this edition of CIO100 as the special 10th edition, we wanted to elevate our awards cer-

continued on page 5

continued from page 4

CIO100

CIO100
SYMPOSIUM & AWARDS CEREMONY

IDG India President and CEO ***Louis D'Mello*** *(center) and the IDG India team behind the CIO 100.*

emony. Keith, who is also our IDG India Organizational Review Board chairman, agreed to do the presentation honors. His presence was reassuring to customers as he talked about the significance of India to IDG. Internally, having him here was a great motivator for our employees." Previous presenters have included IDG Global Solutions CEO **Kumaran Ramanathan** and IDC India Managing Director **Jaideep Mehta**. "We believe this approach uniquely elevates the overall global character and strength of IDG," Singh said.

"It was an honor to be invited to this fantastic event, and Louis's hospitality is second to none," Arnot said. "The keynotes and round tables and high-value one-on-one's and topic-specific group meetings were all were brilliantly arranged by D'Mello, Sreedharan and the outstanding IDG India team. Attendees were engaged and dynamic during the work hours and equally so during the myriad parties — IT professionals in India definitely know how to party. I was reminded of the incredible work involved in delivering a seamless event of this size. I was proud to be part of the awards ceremony and proud of the team that put together this world-class event."

> Other sponsorship opportunities included Spotlight tracks where vendors could pitch their solutions to 20 to 30 CIOs in breakaway tracks outside the main conference.

Sreedharan said the CIO100 awards are decided by an internal jury of senior IDG India executives. "Nominations are received online after an extensive e-mail marketing campaign in which we invite nominations from the entire CIO India reader database," he said. "This year, we honored 100 of the most versatile CIOs in the country for their ingenuity and extraordinary ideas. In the past, we have recognized and awarded CIOs for their agility, dynamism and creativity."

There was also a series of sponsored special awards presented on the first night of CIO100 with Versatile 100 and Hall of Fame awards following on the second night.

"The sponsored special awards have been around from the first CIO100," Kamath said. "In some cases where vendors need to position their brands as a category leader, these awards help them achieve that goal. By aligning with a special award, a sponsor gets very high visibility and the opportunity to present the awards to the winners."

Special award categories include Business Transformer, Business Assurance Champion, Cloud Conqueror, Digital Transformation Czar, Dynamic Infrastructure Trailblazer, Information Mastermind, Innovation Architect, Mobility Maven, Networking Pioneer, Security Supremo and Sourcing Shogun." Other sponsorships included Spotlight tracks where vendors could pitch their solutions to 20 to 30 CIOs in breakaway tracks outside the main conference.

Seven CIOs took home the CIO of the Decade awards, among them CIOs from Tata Consultancy Services, Hyundai Motor India and Ericsson India. The CIO100 Hall of Fame gained 13 new members; this award is given to any CIO who has won a CIO100 award four times with the same organization.

Vijay Sethi, VP/CIO of Hero Motocorp said, "There is no doubt in my mind that CIO100 is the best IT event in India. Attending it is always a great experience."

Write to Rupesh Sreedharan. ■

Job Spotlight

On the job: Editorial Director

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Tony Strattner

Title Editorial director, IDC Framingham, Custom Solutions division

What an editorial director does I manage an editorial team of three within the Integrated Marketing Practice (IMP) of IDC's Custom Solutions group. We execute the content development for a suite of sponsored custom media products used in the content marketing campaigns of IDC clients. I also help develop new custom media deliverables as market changes require.

The products I deliver and who my customers are IMP products include the traditional white papers but also the sexier media such as videos, ebooks, infographics, analyst blogs and more. Our clients are all the leading global information technology companies you've heard of, along with many, many more companies you haven't heard of. These companies use IDC-branded thought leadership and market insights in their own marketing campaigns to educate their target customers at every stage of the buying cycle.

Key skills required for my job "Content development" in this environment typically means ghostwriting for IDC analysts, which involves interviewing the analyst and/or mining the analyst's research reports to find nuggets of information, then repackaging those nuggets into a smaller media product. The shortest products we produce — infographics, short video scripts, blogs — are what's known as "snackable content." To be successful, you must be a good writer and an even better rewriter.

A typical day When I'm not on a conference call kicking off a project, my day consists of working through a to-do list, trolling the IDC research database for relevant content and building different types of outlines or drafts depending on the package. It's a lot of artful (I hope) cutting and pasting and abridging.

Best part of my job I have access to the entire research library of a global market intelligence firm that makes sense of all the major technology trends — cloud, mobile, social, big data and cybersecurity — as well as leading-edge areas like Internet of Things, robotics, cognitive systems and augmented reality. It's tons of fun if you're curious about that stuff, and I always have been.

Most challenging part of my job The need to manage deadline-driven projects without authority. We're an editorial service bureau that has to compete for the precious time of busy analysts for interviews and content reviews while satisfying the demands of our clients, who can be mighty picky.

Editorial Director **Tony Strattner** joined IDC in January of 2005.

Why and how I got involved in this career Before joining IDC, I was a computer industry journalist for 18 years, including working on two IDG publications — *Solutions Integrator* and *Bio-IT World* — that are now extinct. In 2005 I had the choice of joining another start-up publication or getting out of journalism and joining a new department within IDC, the Go-to-Market Services group. Considering that the start-up magazine I could've joined is now gone, I think I chose wisely.

A recent work accomplishment In late September, we delivered the two-thousandth IMP product. Besides the sheer volume of work that number represents, it also demonstrates impressive — and accelerating — business growth. For context, of the 1,000 pieces we've delivered over the past four-and-a-half years, the first 500 pieces were delivered in three years and the latter 500 in about 18 months. Clearly, demand is rising for the more attractive, bite-sized content assets we create. And my team is working very hard to meet that demand.

What my colleagues would be surprised to learn about me I just finished narrating my first audio book for the Perkins School for the Blind, where I volunteer. Book narration isn't like reading aloud to your kids — it's a heckuva lot harder! But I guess I'm okay at it because they've asked me to do another one. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Birgit Götz *IDG Germany*

24
Gabriella Meijnckens *IDG Netherlands*
Kristen Kim *IDG Technical Services Group*

21
Neal Weinberg *U.S. Media*

20
Kraml Pavel *IDG Czech Republic*

18
Jyoti Lalchandani *IDC Middle East, Africa & Turkey*
Ludovic Poussier *IDC France*

16
Snjezana Popovic *IDG Germany*
Katja Schmalen *IDC Germany*

15
Isabella Tillmann *IDG Germany*

13
Andreas Strauch *IDC Germany*

12
Niclas Söderlund *IDG Sweden*

11
Shinji Kozaki *IDC Japan*

10
Neli Vacheva *IDC Bulgaria*

8
Zeynep Kilic *IDC Turkey*
Doriana Garofalo *IDC Italy*
Lorenzo Veronesi *IDC U.K.*
Belen Alemany *IDC Argentina*
Israel Sanchez *IDC Mexico*
Barbara Krasnoff *U.S. Media*

5
Tom McDonald *CIO Executive Council*
Peter Kosinar *IDC CEMA*
Sandra Misovski *IDC Germany*
Jessica Bergström *IDG Sweden*
Diego Silva *IDC Brazil*
Rick Currier *U.S. Media*
Rari Hildtch *CIO Executive Council*

4
Estrelieta Aguba *IDC Middle East, Africa & Turkey*
Diana Ayyad *IDC Middle East, Africa & Turkey*
Ute Hofmann-Boehmer *IDC Germany*
Maringo Vlijter *IDG Netherlands*
Claudia Medina *IDC Mexico*

3
Irina Bolotova *IDC Central Asia*
Marisa Preston *U.S. Media*

2
Thomas Karlsson *IDC Denmark*
Robert Lee Kwok *IDC Denmark*
Omar Momtaz *IDC Saudi Arabia*
Eva Hesse *IDG Germany*
Jaroslav Kacer *IDC CEMA*
Lisa Borthwick *IDC U.K.*
Sofia Hvenström *IDG Sweden*
Aleksandra Zygarska *IDG Poland*
Trevor Deans *U.S. Media*
Rachel Lavallee *U.S. Media*
Tobias Meyer-Grunow *U.S. Media*
Diana Petrus *U.S. Media*

1
Tracey Grant *IDC Middle East, Africa & Turkey*
Preya Shah *IDG Global Solutions*
Lior Fried *IDC Israel*
Olga Lobova *IDC Russia*
Christopher Maloy *IDC CEMA*
Miles Dawson *IDC U.K.*
Oliver Marques *IDC Germany*
Archana Venkatraman *IDC U.K.*
Kyle Kramer *U.S. Media*

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continued from page 3

One on one

customer service professionals around the world to help in building this business.

Q What kinds of enhancements to IDC's product and services are you making this year as a result of customer feedback via the IDC Global Research Advisory Council?

A In October IDC hosted its annual Global Research Advisory Council (GRAC) conferences on the U.S. East and West Coasts for a total of about 125 of IDC's most important customers. IDC is the only company that organizes a conference focused on technology industry market intelligence professionals. We have been hosting these conferences for 24 years as part of our focus on staying close to our customers. Each year we receive invaluable feedback on what types of new research coverage our customers would like for IDC to launch as well as areas where IDC can improve as a company. Based on the GRAC feedback there are three major areas where IDC is enhancing its products and services in 2016: 1) Extending IDC's coverage of the 3rd Platform and new emerging technologies, 2) Deepening IDC's data and 3) Enhancing IDC research delivery models.

To address the first request IDC is launching the most exciting set of new and expanded research programs that I have seen our company offer in many years to help clients stay ahead of this rapidly transforming technology landscape. This past year IDC launched the very important Internet of Things (which we call the first Innovation Accelerator) research programs that were very popular with clients. In 2016 we will be launching new worldwide subscription programs plus complementary spending guides for the five other Innovation Accelerators: Cognitive Systems, Next Generation Security, 3D Printing, Robotics and Augmented & Virtual Reality. In addition, IDC is launching a new subscription program and companion spending guide on Digital Transformation, which is probably the hottest trend in the technology world.

To meet our clients' need for "deeper data," IDC is adding coverage to show the transition to the 3rd Platform for our traditional Software, Server, Storage and Networking Trackers. In addition, IDC is greatly expanding its geographic (country) coverage in its four 3rd Platform Trackers, which are Public Cloud Services, Cloud IT Infrastructure, Integrated Infrastructure & Platforms and Wearables. In terms of enhancing our research delivery models, we are rolling out new DecisionScape research methodologies and documents to provide more relevant decision-making research for both our IT buyer and IT vendor clients. IDC also is making a very large increased investment in IT staff to enhance our proprietary research database, which makes it possible for us to provide higher quality and more timely research. We are also improving IDC's Query Tool, which is the data visualization platform our clients use to take full advantage of our unique Tracker data. We also will be launching in January an online IDC worldwide subscription research schedule. To sum up, IDC has all kinds of exciting initiatives underway to expand and enhance our research coverage and improve client access to research in 2016 as a result of the thoughtful customer feedback that we receive at GRAC. ■

celebrating20

Michael Cooney

Online News Editor

Network World

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. Network World's Michael Cooney traveled to Italy in September.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Kirk Campbell *IDC*
Michael Cooney *U.S. Media*
Jessica Qiao *IDC China*
Siddharth Singh *IDG India*
Tony Strattner *IDC*

IDG then and now

I joined IDG in March 1992 as a senior editor for Network World. I am currently one of Network World's online news editors and write the Layer 8 blog.

Why I chose this trip

My father was based in Italy during his Army days and has returned there a number of times. He always said I should go there, and I finally had the chance.

Highlights

Our 12-day vacation was packed. We started in Rome and went north through Assisi, Oviedo, Florence, Venice, Milan, Lake Como and finally the Cinque Terre region. My favorites would have to be Lake Como, where we didn't spend enough time, and the small towns of Cinque Terre where I will go again some day I am sure! Another interesting part of the trip were a couple of the islands around Venice. Venice was great, mind you, but we spent a good deal of time one day on Burano. Very colorful and the food there was excellent. If you get the chance to go there, I highly recommend it!

We only spent a day at beautiful Lake Como. The ride in on the small windy road was an adventure all by itself.

Manarola, one of the Cinque Terre towns.

Lunch in Vernazza, one of the Cinque Terre towns. Photo credit to my intrepid traveling companion Julie Wiseman!

Inside Vatican City with a view of the dome of St. Peter's Basilica.

The colors in Burano, a small town on one of the islands around Venice, were unreal. The town was also devoid of the masses of tourists that were in Venice.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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IDG Millennials brand targets new customers for IDG Spain

#internety
INTERNET Y
federópticos

IDG Millennials is a brand for the B2C market with opportunities for branded content, product placement ads and pre-roll campaigns throughout its website, YouTube channel and Facebook and Twitter.

SEE MORE ON PAGE 4

Also inside

- IDG Enterprise recognizes super sales performers
- One on one: IDG Strategic Marketing Services President Charles Lee
- IDG Germany adapts workshop series to native ad play
- Tips on social marketing for events

IDC China welcomes former employees at second annual homecoming luncheon.

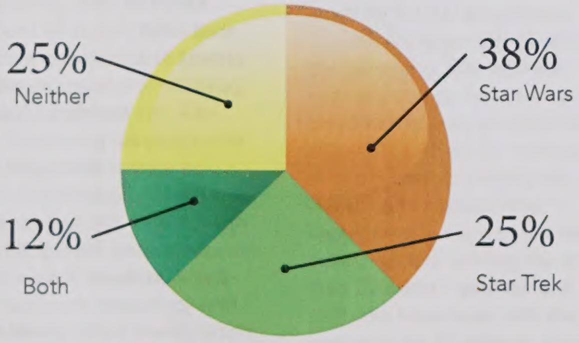
SEE MORE ON PAGE 2

Unsung hero: IDG Research Services Research Director Jen Garofalo is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Star Wars or Star Trek?

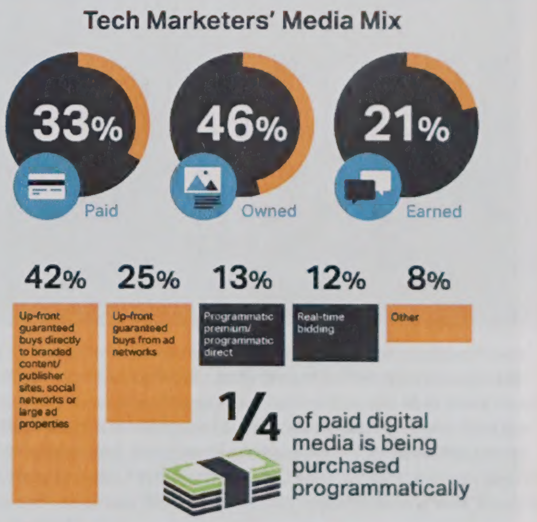


Log on to www.idgcentral.com to vote on this week's question:

What's your generational affiliation?

CLICK HERE

Tech Marketers Media Mix



Source: IDG Research Services Tech Marketing Priorities Worldwide 2014

IDG Enterprise recognizes outstanding sales performers at annual meeting

During its annual sales meeting, held earlier this month in Boston, IDG Enterprise honored outstanding contributors at a Sales Awards Dinner.

Senior Account Coordinator **Myra Escalera** was named Account Coordinator of the Year, while Account Director **Chris Rogers** took home Account Director of the Year honors.

Other awards included the Teamwork Award, which went to **Kristin Bollus** (associate manager, Digital Account Services); the Road Warrior award (for most face-to-face meetings), won by **Erika Karr** (account director); Most New Business, **Becky Bogart** (account director); and Most New Event Business: **Grace Moy** (account director, Events).

Nineteen salespeople who exceed their goal received The Hundred One award:

Becky Bogart (account director); **Stephanie Crossland** (account director) with **Christina Kelly** (account coordinator); **Kevin Ebmeyer** (account director) with **Myra Escalara** (senior account coordinator); **Mike Feighery** (account director, Events); **Rich Hartman** (account director); **Erika Karr** (account director) with **Lisette Hantke** (account coordinator); **Michael Latchford** (VP, Alliance Marketing Services) with **Beth Fitzgerald** (senior account coordinator); **Grace Moy** (account director, Events) with **Beth Fitzgerald** (senior account coordinator); **Stephanie Reitman** (account executive) with **Brian Wong** (sales coordinator); **Melissa Rocco** (account director) with **Christina Kelly** (account coordinator); **Chris Rogers** (account director) with **Christina Kelly** (account coordinator).

Write to Lynn Holmlund. ■

*Account Coordinator of the Year **Myra Escalera** (center) is flanked by **Brian Glynn**, IDGE chief revenue officer, and **Julie Ekstrom**, SVP, Sales West, IDGE.*

*IDGE Account Director of the Year **Chris Rogers** (center) is pictured with **Brian Glynn** (left) and **Sean Weglage**, SVP, Sales East, IDGE.*

IDC China hosts second alumni lunch and celebration

A very inconvenient combination of especially thick haze, rain and bad traffic couldn't get in the way of people trying to get to a Beijing restarurant earlier this month for IDC China's second annual lunch for former employees.

HR Manager **Lisa Li** said the gathering, first held last year, is a way to "maintain a bond with alumni and demonstrate IDC's company culture of taking care of employees. Words can't express how happy people were to see each other," Li said. Joining the more than 20 alumni were current staff who have been with the company for 10 years or more.

IDG China Managing Director **Kitty Fok** told the returnees "I always have the feeling that no matter where I am, no matter where you are, we are always family. Come back home often!"

缘来，你还在
IDC “老友汇” 年度聚会

*Current IDC China staff who joined their former colleagues at the recent lunch were (kneeling): HR Manager **Lisa Li** (far left), **Jacky Wan** (third from left) and **Jason Lin** (second from right). Second row: **Wendy Wang** (second from left), **Milly Xiang** (fourth from left), **Kitty Fok** (fifth from left) and **Lianfeng Wu** (second from right). Third row: **Terry Hou** (third from right). Back row: **Frank Wang** (far left), **Antonio Wang** (third from right), **Tracy Lv** (second from right) and **Ella Zhang** (far right). Everyone signed the poster in the back, which said "IDC Old Friends Club Annual Gathering" and "We are tied together by destiny."*

OneonOne

Charles Lee

IDG Strategic Marketing Services

The president of IDG Strategic Marketing Services is this week's columnist. Reach him at clee@idgcommunications.com.

> "Regardless of where customers do business with us around the globe, they can expect a level of consistency in our capabilities and execution."

Q Could you briefly outline the function of Strategic Marketing Services?

A Strategic Marketing Services has built a practice on the premise that putting new, scalable solutions in the hands of our sales professionals and their clients is the key ingredient for driving growth globally for IDG. At our core we have to offer our customers client solutions par excellence, create programs that uphold the IDG hallmark of quality and deliver consistency of capabilities across our global businesses, while ensuring that innovation is at the heart of everything we do.

Q Strategic Marketing Services was centralized during FY2015. Why did that happen?

A There are several factors that led us to globalize the Marketing Services business. But key to this is that we already had established marketing services businesses and operations within our owned and operated markets. The first reason was to better align and reflect how our customers want to do business with us. Second, and directly related, is to ensure that regardless of where customers do business with us around the globe, they can expect a level of consistency in our capabilities and execution. Operationally, this helps us be more efficient and agile. For clients it ensures that we can execute anything a client buys from us anywhere in the world and uphold the highest standards our clients expect from IDG. Finally, we wanted to unite the 70-plus talented Marketing Services employees we have worldwide to better drive shared learnings, leverage skill sets and accelerate revenue growth locally, regionally and globally.

Q How is the Global Marketing Services organization structured?

A We have modeled the business to support a local, regional and global business structure. To do this we've formalized a regional hub model in order to best support our local business operations. A regional setup allows us to be fully immersed and connected with the local sales teams and clients, which are obviously the lifeline of our business. We've learned that having feet on the street within a region is key to driving a services-oriented business, accounting for local nuances and dynamics that are so critical to delivering services that are contextually relevant and impactful.

Q Can you tell us more about the operational hubs?

A In total, we have five regional operational hubs: U.S. (central operations); Central and Eastern Europe, led by **Stefan Huegel**, SVP, Marketing Services; Western Europe, headed up by **Paul Trotter**, director, Marketing Services; the Nordics, led by **Christofer Bjorkvall**, VP, Marketing Services; and APAC led by **Marcus Wilkinson**, SVP, Marketing Services. Each regional hub oversees operations for clusters of local/regional markets, and each hub has dedicated SMS employees. Key to our success to date is the open channels of collaboration and support between the hubs and the central U.S. operation. Prior to the globalization of SMS, any and all collaboration and dialogue between the various local groups would only happen formally once a year at the Global Product Line Meeting; now it happens daily. And the more aligned we are, the more efficient and effective we become in driving growth.

Q How is the U.S. Marketing Services operation structured?

A Our management structure aligns to how our customers engage with us. We have structured our operations into two discrete functions aligned to pre- and post-sale activity. Pre-sales, which falls under the Client Solutions Group, headed up by **Jason Tenenbown**, VP, Global Innovation and Global Architecture, focuses on everything related to innovation development, product development and client programs and solutions. On the other side of the operations we have our post-sales, which falls under the Customer Experience Group, headed up by **Karen Wilde**, VP, Global Product Development and Process Management, which focuses on everything related to the execution and delivery of our services. We have a vitally important function that connects the two operational areas — business intelligence — which leverages and integrates data intelligence from program reporting and analytics and broader data intelligence into both ends of our operations.

Q What can we expect from Marketing Services in FY2016?

A It is the role of Strategic Marketing Services to provide the lifeblood of innovation to the company, to embrace the creativity of our organization and channel that innovation into

continued on page 7

IDG Spain targets new clients with IDG Millennials brand for B2C market

In an effort to attract new clients from outside the tech market, IDG Spain has developed a multi-faceted approach to appeal to the Millennial generation, which it defines as ages 25 to 35. IDG Millennials is a brand for the B2C market with advertising opportunities for branded content, product placement ads and pre-roll campaigns through the IDG Millennials website, its YouTube channel and pages on Facebook and Twitter. It officially debuted in September after a soft launch in July.

TECNOLOGÍA Y ENTRETENIMIENTO
IDG | MILLENNIALS

IDG Millennials team (l-r): ***David Carretero****, audiovisual specialist;* ***Paloma Isasia****, legal/production assistant;* ***Marta Pérez****, sales manager;* ***Alezeya Sanchez****, IDG Millennials director;* ***Rocío Guille****, community manager;* ***Jaime Bello****, audiovisual specialist.*

Its first client is Federopticos, a major brand in Spain for fashion prescription glasses. The team is now in budget negotiations with Canon to launch a new branded content series and is in discussion with other companies like Med-el and Samsung.

The Millennials website and YouTube channel consist of videos that deal with technology issues — without using overly technical language — and are intended to both entertain and inform the audience, said Director of IDG Millennials **Alezeya Sánchez**. Videos are created by the four-member full-time IDG Millennials team — all freelancers who are assisted by two part-time freelancers — as well as external YouTube creators. IDG Millennials also uses video content from brands such as Phone Service Center. "They produce their own videos and give them to us for our channel in exchange for free promotion," Sanchez said.

The six current program categories cover news from the digital world; hacking stars, in which an expert hacker interviews other hackers; and tech related to fashion, pets, famous people and daily life. The videos range from three minutes to 13 minutes, with Sánchez conducting many of the interviews, often in informal settings or at the IDG Spain studio.

> The team plans to offer social media contests. These will include quizzes, photo contests and video contests, and each contest will have prizes such as tech devices, event tickets, photo opportunities with a famous personality or Netflix subscriptions.

"We always try to keep a humorous, 'YouTuber' tone but not appear too youthful — impolite or aggressive language is forbidden even if it has the potential to go viral," Sanchez said. "We want brands to be comfortable joining us."

Sanchez's team uses its Facebook and Twitter pages to promote the IDG Millennials videos, post videos from other sources (such as "24 easy hi-tech Halloween costumes") and engage with its IDG Millennials community daily. The team plans to offer social media contests to generate conversations on the brand's social media platforms. These will include quizzes, photo and video contests, and each will have prizes such as tech devices, event tickets, photo opportunities with a famous personality or Netflix subscriptions. IDG Millennials' Facebook page has more than 4,000 fans.

IDG Millennials is also taking advantage of the higher visibility at IDG Spain's enterprise websites to promote its brand and give more exposure to its new clients. **Marta Pérez**, who wears many hats for the team including sales manager, TV host and script writer, wrote an article for client Federopticos that was branded as native advertising last week in Computerworld Spain. The article was part of a marketing campaign that included a video on the impact of light from digital devices on eye health that appeared on one of the IDG Millennials You Tube programs (see photo p. 1). The campaign will be supported by a community management strategy for Twitter and Facebook.

Sanchez has spearheaded the IDG Millennials project from its beginning in July. Her scope of work includes training her team and coordinating internal and external creators, defining the content and the video sets, writing the scripts, conducting interviews, hosting the weekly magazine program "Internet y" ("Internet and"), launching the sales strategy, dealing with guests, partners and clients, managing the websites and supervising the shoots.

To date some of IDG Millennials' videos have had more than 7,000 views — "pretty good for a new channel in a country like Spain," Sanchez said — and the IDG Millennials YouTube channel has had more than 78,000 visits. Users watch an average of more than 60% of a given video, which Sanchez said she is pleased with.

Going forward, the Millennials team is looking to develop videos with new co-creators in exchange for a percentage of sponsor revenue. Upcoming meetings have also been scheduled with agencies dealing with major brands such as Nike and Philips.

Write to Alezeya Sánchez. ■

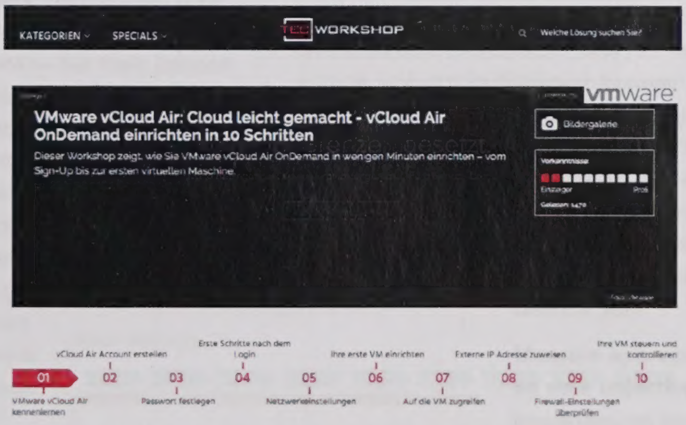
IDG Germany adapts editorial workshop series to native ad play

The team that brought the new TecWorkshop offering to market includes (l-r): ***Christian Daxberger****, senior developer;* ***Wolfgang Herrmann****, editor-in-chief, TecChannel; and* ***Thomas Rotter,*** *head of Development & Operations.*

When IDG Germany launched its unique series of technical tutorials earlier this year, it knew it was catering to a strong reader need for solutions-oriented how-to content. "Our online analytics indicated that technical tutorials are one of the most popular article formats on www.tecchannel.de," noted **Wolfgang Herrmann**, editor-in-chief, TecChannel, who has been shepherding the project from both the content and sales sides. The company also knew it was launching a product designed from the very beginning to serve as a native advertising format that would appeal to users and advertisers alike.

The workshops are highly standardized step-by-step tutorials for professional IT users. Each workshop explains how to solve a defined IT problem or task in a maximum of 10 steps, Herrmann said. The tutorials typically offer three entry points for readers: video, an image gallery and text. "Video is the most prominent element of a workshop — the first element readers see when they click on a workshop link," Herrmann said, though he noted that due to budget restrictions not every single workshop has a video component.

In September, the company sold its first TecWorkshop — the native advertising version of the original editorial workshop — to VMware, which purchased a package of five workshops. The first one can be seen here. "These commercial TecWorkshops offer readers a real benefit in the form of a solution to their problem," Herrmann said. "There is almost no difference from a purely editorial workshop. The content is not marketing or sales oriented; it appears in an editorial format. Our readers don't like feature lists and pure advertising or promotional text. They want to experience a product or solution in practice, hence, the videos and images are an integral part of every workshop." A second customer, Cisco, has also purchased a series of five workshops, the first of which will go live this month, Herrmann said.



VMware vCloud Air: Cloud leicht gemacht - vCloud Air OnDemand einrichten in 10 Schritten

Dieser Workshop zeigt, wie Sie VMware vCloud Air OnDemand in wenigen Minuten einrichten – vom Sign-Up bis zur ersten virtuellen Maschine.

01 VMware vCloud Air kennenlernen
02 vCloud Air Account erstellen
03 Passwort festlegen
04 Erste Schritte nach dem Login
05 Netzwerkeinstellungen
06 Ihre erste VM einrichten
07 Auf die VM zugreifen
08 Externe IP Adresse zuweisen
09 Firewall-Einstellungen überprüfen
10 Ihre VM steuern und kontrollieren

VMware was the first to sign on to IDG Germany's new native ad offering.

The price of a package of five workshops is approximately 20.000 Euro (US$21,300).

Herrmann said there are two options for content creation. Generally, he said, TecChannel expects that customers will supply their own text, videos and images. "We work with customers and provide a detailed briefing outlining the guidelines for the format — 10 steps, length of each step, headline, teaser and so on. After an editorial review, we publish the workshop." Herrmann said his team will also create a workshop from scratch for the customer for an additional charge.

All of the workshops — both editorial and commercial — are SEO optimized to achieve a high Google ranking, Herrmann said, "and we promote the commercial TecWorkshops in the same ways we promote editorial content — via newsletters, home page teaser, social media and so on, ensuring that we can offer our customers a broad reach."

Currently the workshops focus on seven key areas: Windows and Office, Windows Server, Virtualization, Security, iOS, Android and Network/network management.

In October, the workshops on the new website generated approximately 200,000 page impressions, Herrmann said. Each sponsored TecWorkshop will remain online for six months, with an option to extend.

For more information, contact Wolfgang Herrmann. ■

U.S. Media's Anne McCrory shares tips on social marketing for events

Anne McCrory, VP of marketing and content strategy for IDG Enterprise Events/IDG World Expo, recently spoke on "Smarter Social Marketing for Events" at the Folio: conference in New York. Here she shares her team's experiences with social media for conferences in FY15.

Match the tools you use to your audience. We focus on different social platforms depending on the point in the event's lifecycle: pre-event, when we are driving awareness, engagement and registrations; onsite, when it's all about engagement; and post-event, when it's about engaging with the audience a final time and extending the life of event assets by sharing them. Because we work in the B2B space, we have had the most traction with LinkedIn and Twitter for text-based communications and with Instagram and YouTube for event photos and videos.

These visual channels are especially effective for E3, the video gaming industry's event produced by IDG World Expo. The event's owner, the Entertainment Software Association, announced new social records this year, with more than 7.5 million likes on Instagram and more than 1 million related videos posted on YouTube. The more visual your event is, the better these channels work — obviously!

Manage expectations for results. People often measure social media success in terms of conversions — for us, that means event registrations — but that's just one metric. Driving awareness of programs and engagement with attendees and sponsors (pre-event, onsite and post-event) are just as important. One event with a Twitter following of more than 40,000, for example, gained a whopping 15% in followers over the four months leading up to the event. That was huge, even if the social activity didn't generate many registrants (five, to be exact).

Our team is very results-oriented, so the lack of registrants is often frustrating, so we have to remind everyone that a conversation with our audience is just as important. The buzz is vital for sponsors, and if we keep growing the constituents we reach, we expand the chances that one day more of them will convert. Events aren't like online purchases or white papers, where a conversion is a quick transaction; they require someone to commit to being physically present for an evening or a day or several days at a specific location. So it's harder.

> "Paid social is targeted social, and we have found it works, albeit modestly."
> *Anne McCrory*

Anne McCrory *spoke at the Folio: conference on Oct. 20 in New York City.*

If you want conversions, we have found that you have to pay for them. Those five registrants mentioned above? They came in from a paid Twitter campaign. We posted five ads for a total spend of US$1,000. Our organic campaign of more than 400 organic posts didn't bring in anyone. For another event, we received a few from a paid Facebook campaign and none from other efforts. Paid social is targeted social, and we have found it works, albeit modestly. We still find that 90% of our registrations come from emails sent to our database.

Remember to keep the conversation going. Earlier on we struggled with this. We had created Twitter handles and LinkedIn discussion groups around each annual event — we had more than 10 of them at the time — and didn't have the resources or the talking points to keep a following engaged year-round. So we switched to having a Twitter account and LinkedIn forum for each event's brand and use hashtags to distinguish between specific events. This means we can talk about all of our speakers, sessions, topics and research through, for example, @CIOevents, and the account stays active throughout the year. As a result, we are excited that followers have grown 28% so far this calendar year.

Measure appropriately based on your objectives. For pre-event awareness, we look at new followers, reach, likes and shares. We ask for Twitter handles on our registration forms and follow all those people. They usually follow back. Onsite, we look at how many people are posting — it's usually a handful at our day-long programs and a couple dozen at our conferences. The average IT executive comes to our events to learn and network and isn't a heavy social user. But those who are contribute to the stream and enhance the visibility and content of our programs. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Sally Reinfeld *IDG Accounting*
Annika Svanström *IDG Sweden*

26
Elizabeth Heichler *IDG News Service*
Susan Middleton *IDC*

21
Timothy Greene *U.S. Media*

19
Paul McNamara *U.S. Media*

17
Francis Hare *IDC*

16
Neil Bennett *IDG U.K.*

15
Ellen Hughes *IDC*

12
Michael Hennessey *IDC*

11
Beth Fitzgerald *U.S. Media*

5
Hack Warrensford *IDG Technical Services Group*

4
Lena Klasesson *IDG Sweden*
Andy Ferris *U.S. Media*

3
Marislei Mattias *IDC Brazil*

2
Alex Villman *IDC Nordic/Denmark*
Andrea Kosova *IDC CEMA*
Emily Hanoian *IDG Human Resources Services Division*
Vicky Bentley *IDG U.K.*
Natalie Cerri *IDG Connect*

1
Merveil Varghese *IDC Middle East, Africa and Turkey*
Sagar Patade *U.S. Media*

noteworthypeople

New employees

Hao

IDC China has hired **Elly Hao** as a marketing communication manager focusing on content design and creation, branding and online marketing promotions. She has eight years of experience at PR agencies including Edelman and GPJ providing strategic corporate communications and media relations. She holds a B.A. in Chinese culture and enjoys travel and spending time with family and friends. ehao@idc.com

Praanav

IDC Singapore has hired **Tanmai Praanav** as an account executive for event sponsorship sales. Previously a contract worker with IDC, he has also worked for Seagate Technology, Escorts Group and Tech Mahindra. He holds a B.S in mechanical engineering from the National University of Singapore and enjoys cinema, reading and watching and playing football. tpraanav@idc.com

Also new at **IDC Singapore** is AVP, Big Data Analytics and Cognitive Computing Practice **Chwee Kan**. He worked at the Exeter Group in Boston for 16 years, managing and delivering enterprise solutions for pharmaceutical, government, insurance and higher education firms across the U.S. and Middle East. He graduated from Tufts University in Medford, Mass., with a B.S. in electrical engineering and enjoys reading and auto repair. ckchua@idc.com

Joseph Lee joins **IDC Hong Kong** as an account manager. He most recently worked at Trend Micro, driving compliance regulations and subscriptions; he has also worked for Adobe Systems in digital media and marketing. A graduate of National Chiao Tung University, he holds a B.S. and M.S. and enjoys sports, board games, painting and movies. josephlee@idc.com

Schwenk

IDC U.K. has hired **Helena Schwenk** as a research manager, Big Data and Analytics, Europe, which includes data platforms, advanced and predictive analytics, data visualization, performance management and analytic applications. She was previously a principle advisor for customer analytics and MWD Advisors. A graduate of the University of Brighton, she holds a B.A. in computing and information systems. As a volunteer she runs a local under-11 basketball and cross-country club and enjoys baking, film and running (she recently ran a joint 10K race with her daughter). hschwenk@idc.com

continued from page 3

One on One: Charles Lee

products that we can monetize and scale repeatedly across markets. Moving into FY16 we have been very focused on driving global innovation and growth in three key areas of our business: IDG Social Business, the IDG Content Marketing Practice and Global Research, while maintaining our commitment to drive and leverage high-growth areas around native media/marketing and visual content, which are all underlying components within the three pillars. These three initiatives are relevant and leading drivers in any and all markets. Social, content and research are key global growth arenas that we are aggressively in front of in all our markets to impact immediate scale and growth as we continue to offer the most relevant and modern set of services within each and every market where we operate.

Q Can you explain more about those three key areas?

A IDG Social Business is our third iteration of our social media marketing services (est. 2008) and focuses on the maturation of social media marketing and aligning our business around a modern set of social KPIs.

IDG Content Marketing Practice is entirely focused on capitalizing on the brand as publisher market opportunity and extending our expert content strategy, creation and processes as white-label services for our clients.

IDG Research Services, now coming under the Global Services umbrella, drives greater synergy and capabilities for us to extend our custom research capabilities and support to our international markets. This group has been led by SVP, General Manager **Janet King** for 10 years and now has an international platform on which to drive relatively untapped opportunities.

Social, led by **Jeremy Rueb,** VP, Global Market Development; Content, led by Jason Tenenbown and **Jim McGinty**, senior director, the IDG Content Marketing Practice; and Research are three areas where there's clearly identified growth and demand. These groups are led by individuals who have tremendous knowledge and expertise in each domain and track records of driving commercial growth. IDG Strategic Marketing Services is positioning itself to capitalize on these opportunities quickly. Up and to the right we go! ■

unsunghero

Jen Garofalo

Research Director

IDG Research Services

IDG Research Services General Manager and SVP ***Janet King*** *named Research Director* ***Jen Garofalo*** *her team's Unsung Hero. "Jen and her team are responsible for executing on a large number of custom programs annually, and she always goes over and above to meet client expectations."*

Home
Medway, Mass.

Joined IDG
Sept. 29, 1997

Career path
I started as a research assistant and previously held the titles of research analyst and research manager.

Primary job responsibilities
I create and manage the execution of custom research projects for internal and external clients. This includes meeting with clients to discuss their objectives, writing surveys, compiling and analyzing results and presenting survey findings and handling follow-up requests. I manage a small team of amazing people who help me at each step of the way.

Three things I do in a day's work
- Meet with clients, usually via conference call
- Write and edit survey drafts
- Check my email way too often

What I love most about my job
Hands down, it's the people I work with. My team, even though it is ever-changing, is the reason I have been here for 18 years.

A hot-button issue I'm dealing with on the job
Survey response rates are at an all-time low, industry-wide. Low response rates affect project timelines and therefore revenue, so addressing this is a top priority. We're working on revamping our Research Panel strategy to boost respondent engagement and satisfaction.

What I'm doing to be a better employee
Taking advantage of some of the new talent development classes offered by IDG.

JOE MOLA

IDG Research Services Research Director ***Jen Garofalo*** *started her IDG career as a research assistant.*

Latest accomplishment
Learning how to use the web application platform Sharepoint (and being asked to participate in this profile!).

Career highlight(s)
My 10th anniversary dinner with Patrick McGovern was an unforgettable experience. I've also been lucky to attend some of the Global Product Line meetings and meet and hear from people in other business units around the world, which is always eye-opening.

Interests outside the office
Spending time with my patient and wonderful husband and our four kids, trying new recipes, searching for the perfect doughnut. I also recently took up running (all those doughnuts!) and will run my fifth 5K on Thanksgiving.

What others can't tell just by looking at me
I'm a terrible singer, but when I'm alone in the car I'm a total rock star.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG Enterprise sales, marketing teams drive event awareness

Given the growing importance of events to IDGE's bottom line, the sales and marketing teams have been collaborating to promote the entire portfolio and create some effective new tools.

SEE MORE ON PAGE 4

Also inside

[IDC U.K. settles into new office space in West London]

[One on one: IDG Training & Development's Carolyn Yanuskiewicz unveils new program offerings]

[IDC marathoners run in Berlin, Toronto, New York and Washington, D.C.]

October 2015 Joakim Altwin

Video: sixteen managers talk about themes from the Expanded International Managers Meeting.

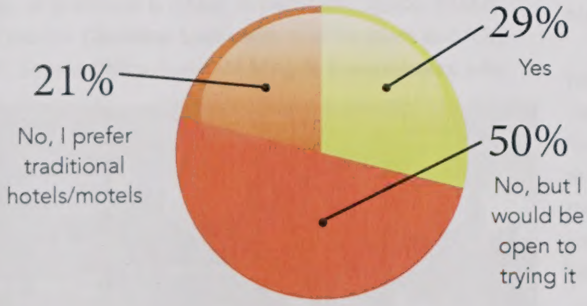
SEE MORE ON PAGE 6

Unsung hero: IDC Brazil's Leonardo Munin is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Have you tried Airbnb or a similar room rental site?



Log on to www.idgcentral.com to vote on this week's question:

Star Wars or Star Trek?

CLICK HERE

See the news summary on IDG Central

The daily news summary is produced by IDG Corporate Marketing and provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry. You can view the News Summary on IDG Central's Press Summary section or request to be added to the distribution list by contacting Colleen Barry. Recent news items include:

Facebook mulls ad changes for Instant Articles after publisher pushback (The Wall Street Journal)

5 things holding back programmatic advertising (Digiday)

Meet Ad Replacer, a new ad blocker that switches out ads with content (Digiday)

Mobile shopping to lead Singles' Day: IDC [video with IDC China's Kitty Fok] (Bloomberg Business)

Transform or die: IDC's top technology predictions For 2016 (Forbes)

IDC U.K., EMEA employees collaborate on design of new office in West London

IDC U.K. used the change of office space of its London headquarters to change the way its employees interact. With the staff of 90 now all on one floor, "it's the first time in over 20 years that the whole company has been on the same floor of the same building, which we hope will lead to even greater collaboration between IDC U.K. employees and colleagues from other IDC European offices who share this space," said **Robert White**, IDC's chief operating officer for Western Europe.

Over the Halloween weekend, IDC U.K. moved its office from Chiswick in West London to a modern building three miles farther west to Ealing (famous for its old film studios). IDC U.K. had been in Chiswick 38 of its 46 years, albeit in three different buildings.

Heath said that because of circumstances beyond IDC U.K.'s control, the window in which to select a new location, design the office and plan the move was very tight. IDC U.K.'s London office hosts not just the U.K. country office but also a large number of pan-European researchers and consultants and a number of Central European support functions.

Representatives from each business area collaborated on the move, meeting regularly to decide upon design, look and feel and decide what meeting rooms, furniture, videoconferencing facilities, etc. were needed.

"All members of the team worked in a positive and very effective spirit in ensuring delivery of a stylish and comfortable work environment," added White. "A debt of gratitude is owed, in particular, to IDC EMEA IT Director **Christian Lachawitz** and his team and IDC U.K. Senior Office Assistant **Magda Kozakiewicz**, who worked tirelessly for three months to ensure a seamless relocation of staff and property to the new location." The actual move took place over the weekend of Oct. 31 and Nov. 1 and employees were able to begin work at the new office from 9:00 a.m. on Monday morning.

Colorful desk areas and room dividers brighten the interior of the new office in Ealing.

*IDC EMEA Marketing Director **Mathew Heath** (standing) talks in the new kitchen area with (L-R): **Silvia Piai,** senior research manager, EMEA; **Andy Bell-Wright**, system administrator; **Marianne Kolding**, VP, European Services; **Julio Vial**, quarterly research manager, European Quarterly Printer Market Tracker; and **Susana Santos**, senior research analyst, European Mobile Devices.*

"I sit right by the main entrance to the office and the 'wow factor' has been evident from people's reactions as they enter the office," said **Mathew Heath**, IDC EMEA marketing director. "My feeling is that people are really happy with the new look and feel, the extra meeting spaces and the kitchen area where people can eat together."

As part of the planning process a competition was held for employees to vote for new meeting room names. The largest meeting room is named after IDG founder **Pat McGovern** and the other meeting rooms are named after IT pioneers such as Ada Lovelace, a mathematician who is also considered the first computer programmer, and Grace Hopper, who helped develop computer programming in the 1940s.

"We are writing to our client base to inform them of the move and invite some of them in to show them the new space," said **Dan Timberlake**, IDC U.K. and Ireland managing director and VP of sales. "We believe that in the new premises, we can build on the excellent growth we experienced in the U.K. last year."

For more information contact Mathew Heath. ■

OneonOne

Carolyn Yanuskiewicz

IDG Training & Development

The training and HR project specialist at IDG Training & Development is this week's columnist. Reach her at carolyn_yanuskiewicz@idg.com.

> "To help managers fit training into their schedules, IDG Training has invested in two virtual, on-demand training solutions."

Q What kinds of new training opportunities are you rolling out for FY16?

A We are very excited to announce that not only will we continue offering the general training calendar of courses (ongoing in-person sessions and webinars on a variety of topics) that IDG employees have relied on for many years, and Lynda.com training (online technical and business skills training), but we are also introducing several new training platforms, products and programs. These products include: Skillsoft's Leadership Advantage (professional/management development classes), Dale Carnegie's Carnegie Cloud (management development classes), Poynter's News University (editorial-related offerings), Code School (in-depth technical training), and the Bay State Area Video Coalition (live sessions on video-related topics). A brief description of each new offering is provided in the sidebar at the end of this column. Please note that currently all of these opportunities are free for all IDGers.

Q What is available to all employees?

A Different opportunities are available to you depending on your work location.

All U.S.-based employees have the opportunity to enroll in: Lynda.com, Skillsoft Leadership Advantage, Poynter's News University and Code School.

If you are a manager working in the U.S, in addition to the four training opportunities listed above, you will also have the ability to sign up for a license for Dale Carnegie's Carnegie Cloud starting on Feb. 1.

If you work in California (and are a manager or non-manager), in addition to the four training opportunities listed above, you will also have the ability to take part in the Bay State Area Video Coalition offerings.

For those of you who work outside of the U.S., you will have the opportunity to enroll in: Lynda.com, Skillsoft Leadership Advantage, Poynter's News University and Code School.

Please note: Access to most of these products/portals is given out on a first come, first served basis, as we do not have enough licenses to accommodate all employees at the same time. If we are unable to give you access right away, we'll add you to the waitlist and sign you up as soon as we can.

Q Where can employees find the live virtual and on-demand offerings, and how do they sign up for these offerings?

A We're in the process of adding enrollment details and additional program information to two different websites. All U.S.-based employees will be able to view the live virtual and on-demand offerings on the main page of the HR website within the next few days. For those of you outside the U.S. who do not have access to the HR website, all of this information is also on IDG Central; go to the Knowledge tab/IDG Training section.

We're also going to continue to remind employees of these exciting, new opportunities in our monthly marketing notes, so please keep an eye out for those. And, of course, please keep in mind that you can contact us at idgtraining@idg.com any time, and we'd be happy to provide you with more information on any of our new training offerings.

Q The Fall course offerings on the IDG Employee Connection website seem to focus on functional training. Why is that?

A Over the past year, we've continued to hear requests for more job-specific training, or, as we call it, functional training. We identified several experts in key functions across the business and worked with them to learn more about their functional training needs. The general calendar of courses is a direct reflection of those needs that we heard about.

It's important to note that since we're approaching the holidays, our fall semester is winding down. So, if you log onto the Employee Connection website right now, you may not see as many classes. We keep this website up to date, so once a class takes place, it will no longer be shown on the website.

That being said, there will be a whole new crop of classes shown soon once we create the winter/spring course calendar, which should be ready by the end of January. And we're always looking for new ideas! So, if you'd like to see a specific class on the calendar next year, please don't hesitate to reach out to us at idgtraining@idg.com.

Q What kinds of changes can IDG employees can expect to see in management training opportunities in FY16?

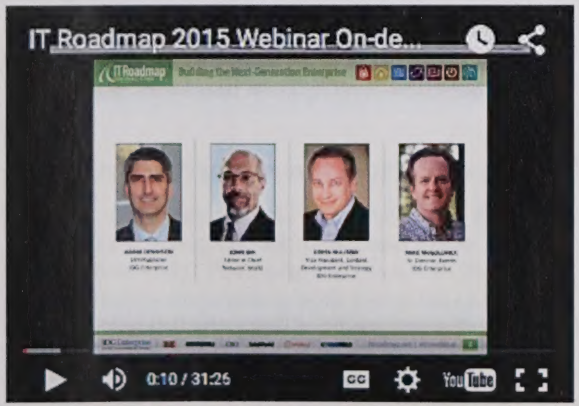
continued on page 6

Collaboration between IDGE sales and marketing teams drives event awareness

As digital disruption continues to quickly change the business landscape, technology decision-makers are increasingly turning to peers to learn about how these new technologies are being used to enhance business, said IDG Enterprise SVP/Publisher **Adam Dennison**. "Events are proving an ideal place for these conversations to take place, and vendors are capitalizing on such gatherings to participate in open dialog, share their solutions and build relationships."

Given the growing importance of events to its bottom line — in FY15 they accounted for 17% of the business unit's revenue — IDG Enterprise's sales and marketing teams have been working closely to promote the entire portfolio. "Because we have such a diverse range of events, we want to make sure that our customers know about the varying styles and audiences that we reach," Dennison said. "Sales and marketing have been working together even more seamlessly to showcase our portfolio and the reason why B2B tech events are so important."

"Our surveys of technology decision-makers have a very consistent theme when it comes to learning about new technology," said **Lynn Holmlund**, IDGE marketing director. "They often turn to their peers for candid insights into strategies, challenges and what vendors they are using. And while they connect through many channels, events play a big role, with 95% of respondents to a customer engagement survey we did last year reporting that they attend events."


IT Roadmap 2015 Webinar On-de...
IT Roadmap
Building the Next-Generation Enterprise
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*A live webcast hosted by **Adam Dennison**, **Mike McGoldrick**, **John Dix** and **Derek Hulitzky** offered current and prospective IT Roadmap sponsors a closer look at event attendees and upcoming content themes.*

*From left: **Joe Mola**, senior graphic designer; **Adam Dennison**, SVP/publisher; **Mike McGoldrick**, senior director, event sales; and **Whitney Cwirka**, senior marketing specialist.*

Over the past year, the sales and marketing teams have worked together to share the importance of events in the tech decision-makers' learning journey and help tech marketers understand the value of event investments and be able to defend the spend "since they are living in a world of lead gen and ROI," said **Mike McGoldrick**, senior director, event sales. A series of discussions between the two groups highlighted challenges as well as what information helped expand a sales conversation that would translate into a sale, McGoldrick said. "The tools that have come out of these initial conversations have led to deeper conversations with tech marketers, opened doors with new contacts and created a greater overall awareness of our event portfolio."

> "The tools that have come out of these initial conversations have led to deeper conversations with tech marketers, opened doors with new contacts and created a greater overall awareness of our event portfolio."
>
> *Mike McGoldrick*

One of the first results from this collaborative approach was a postcard-size handout showcasing the benefits of IT Roadmap sponsorships and the 2015 calendar. Suggested by Account Director **Amy Jones** and executed by Senior Marketing Specialist **Whitney Cwirka**, this printed piece has been used as a leave-behind at meetings as well as handed out by the sales team at industry events. "It provides concise points for conversations and has resulted in many follow-up meetings," McGoldrick said.

Another piece of printed collateral, a trifold brochure

continued on page 5

continued from page 4

Collaboration

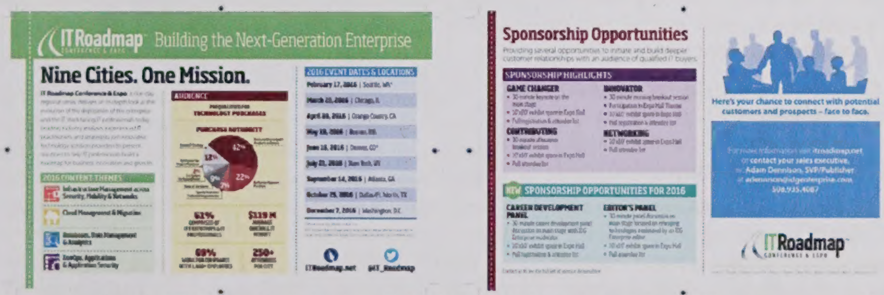
highlighting the full spectrum of events offered by IDG Enterprise in 2016, was suggested by McGoldrick. The brochure paints a picture of how tech decision-makers rely on events as well as provides a breakdown of audience demographics and a complete event schedule.

Another new tool, developed in conjunction with IDG.tv, is a video depicting the experience of participating in an IT Roadmap event. "Being on site at an event is very powerful," said Dennison, "but not all potential sponsors have the opportunity to attend one of our events prior to deciding whether to sign on as a sponsor." Hosted on YouTube, the two-minute video shows the expo floor and main stage and shares firsthand experiences of attendees and sponsors through a series of brief interviews. Cwirka scripted the storyboard and worked with the IDG.tv team to edit it, and IDG.tv VP, Video Programming **Kyle Kramer** filmed the event, conducted the interviews and produced the final video. "This video was so successful that Marketing Manager **Alexis Hines** is working on a similar one to showcase the CIO Perspectives experience," Holmlund said.

Last month, Dennison; McGoldrick; **John Dix**, editor-in-chief, Network World; and IDGE VP/Content Development and Strategy **Derek Hulitzky** hosted a live webcast for current and prospective sponsors of the IT Roadmap event series. The webcast showcased research on IT Roadmap attendees and their purchase journeys as well as offered a look at the 2016 content themes. Hulitzky shared suggestions for how sponsors could build their sessions at the event as well as content assets they might share with attendees.

This CSO50-branded beach towel and direct-mail collateral brought in four sponsorships for the 2015 event, held at a Florida beach resort.

A very successful and ongoing sales and marketing collaboration is a direct-mail promotion created by Marketing and PR Specialist **Greg Rosa** and CSO Account Director **Mary Hazelton**. The promotion is sent to top prospects that sales has not been able to get meetings with to discuss CSO50 sponsorships and always includes a small gift that ties to the event location and a call to action to set up a meeting. The 2015 event was held at a Florida beach resort, so the promotion included a CSO50-branded beach towel and collateral about the event. "Since promotions of this nature are rarer now, it was noticed, and several meetings were scheduled and at least four sponsorships were secured as a direct result," Holmlund said.



IT Roadmap CONFERENCE & EXPO Building the Next-Generation Enterprise

Nine Cities. One Mission.

AUDIENCE

2016 CONTENT THEMES

2016 EVENT DATES & LOCATIONS

ITRoadmap.net @IT_Roadmap

Sponsorship Opportunities

SPONSORSHIP HIGHLIGHTS

GAME CHANGER

INNOVATOR

CONTRIBUTING

NETWORKING

NEW SPONSORSHIP OPPORTUNITIES FOR 2016

CAREER DEVELOPMENT PANEL

EDITOR'S PANEL

Here's your chance to connect with potential customers and prospects – face to face.

IT Roadmap CONFERENCE & EXPO

The front and back of IDGE's postcard-size leave-behind piece highlights the benefits of IT Roadmap sponsorship and the schedule of events for 2015.

For more information, contact Lynn Holmlund. ■

IDG Enterprise's event portfolio comprises national, regional and custom events

In FY15, IDG Enterprise held 3 national events (CIO 100, AGENDA and CSO50), 14 regional events (CIO Perspectives and IT Roadmap) and more than 95 custom events. Each event targets specific technology and business decision-makers as well as covers concepts that the specific audience is extremely interested in, from emerging technology to business strategy, and the path to implement these new technologies and strategies. Additionally, the three national events each have an awards component that enhances the peer learning experience as well as technology innovation.

"We had great success with our national events last year and will keep the same lineup in FY16," said IDG Enterprise SVP/Publisher **Adam Dennison**. "We will be testing a few new ideas with CIO Perspectives and IT Roadmap to enhance the existing schedule. Custom events continue to be a big conversation point with our marketing customers — dinners, roundtables, partnership events and unique experiences — to drive networking."

continued from page 3

One on One

A We realized that managers are now busier than ever, and, because of that, they may not have time to attend a traditional training class with a predetermined time/date. To help managers fit training into their schedules, IDG Training has invested in two virtual, on-demand training solutions. All managers (globally) will have access to the Skillsoft Leadership Advantage platform (which will also be made available to any employee interested in professional and leadership development courses), and U.S.-based managers will also have access to Carnegie Cloud, the Dale Carnegie platform that provides access to live, virtual management training courses.

Q What changes are you making to the Management Excellence Program?

A Historically, the Management Excellence Program (MEP) has been a three-day program, which we've held in Wellesley, Mass., at the Babson Executive Conference Center. This program has been held once each year and business units have nominated managers to attend. Although the MEP will still be nomination-based (and there will still be an associated fee), we are now moving the program onsite to an IDG conference room and are condensing it into two days. We believe that the shortened program will still provide attendees with all of the same benefits and learning opportunities as before. The only difference is that employees will now spend less time out of the office, which is more convenient for those with tight deadlines and busy work schedules. Also, instead of holding one program per year, we will be offer two programs this year, which means that twice as many people will be able to benefit from this great learning opportunity.

Q Any final thoughts?

A The IDG Training and Development team has spent a lot of time researching new and innovative approaches to training, and we're thrilled to be finally rolling all of this out. We understand that there is a lot to take in here and encourage you to reach out with any questions you may have. We also welcome the opportunity to meet with any team that is interested in a brief demo. If this is of interest to you and your team, please contact idgtraining@idg.com. ■

New virtual, on-demand and live offerings from IDG Training

Skillsoft Leadership Advantage (on-demand and live, virtual sessions): a targeted leadership development solution leveraging multiple modes of instruction, including text, video and interactive activities to keep the learning quick, easy to understand and engaging. Topics include: Strategic Thinking, Negotiating, Problem Solving and Setting and Managing Priorities.

Dale Carnegie's Carnegie Cloud (live, virtual sessions): a virtual instructor-led talent development program that gives employees access to all courses live in real time online. The courses are scheduled for many different dates and times, so employees have the ability to pick the classes that are most relevant to them, and select from a variety of date options. Topics include: Lead Change Effectively, Performance Reviews that Motivate, Delegation and Leading Across Generations. Carnegie Cloud draws attendees from other organizations, allowing employees the opportunity to learn from other managers outside of IDG.

Poynter's News University (on-demand and live, virtual sessions): an online journalism and media training program that offers self-directed courses, group seminars and webinars, covering subjects from multimedia techniques to writing, reporting and more. Courses include: Video Editing Basics, Social Media and Analytics, Writing Headlines for Digital and Mobile Media and You Are What You Tweet.

Code School (on-demand sessions): an online learning destination for current and aspiring developers, which combines gaming mechanics with video instruction and in-browser coding challenges. Topics include: Ruby, JavaScript, HTML/CSS, iOS and Git.

The Bay State Area Video Coalition (live sessions): provides high-quality training to creative, media and high-tech professionals. Topics include: video production and post-production, experiential design, motion graphics and effects and web and graphic design. Due to funds provided by the Employment Training Panel, qualifying IDG employees can train at BAVC at no cost.

Video: Talk IDG - November 2015

In this 10-minute video, IDG Communications Worldwide CEO **Michael Friedenberg** talks about FY15 results, plans for revenue growth in FY16, themes from the recent International Managers Meeting (how we can better understand and capture data, developing new editorial audiences and topics, implementing a holistic strategy for ad blocking) and how employees can contribute to IDG's growth.

Video: Topics from the IMM

IMM October 2015 Joakim Allwin

In this video roundup, 16 managers who participated in IDG's Expanded International Manager's Meeting in Prague last month briefly recap some of their observations from the sessions, which included third-party revenue, content marketing opportunities, IDG.tv, research on mobile usage, the power of data, reader revenue, IDG's marketing strategy, driving revenue with events and more.

noteworthypeople

New employees

PETER SHORT

Sutherland

New at **IDC Framingham** is Project Manager, Insights Marketing **Hayley Sutherland**. Previously a program manager, Advisory Consulting with Forrester Research, she holds a B.A. in cognitive and linguistic sciences from Wellesley (Mass.) College. Away from her desk she enjoys hiking, camping and rock climbing. hsutherland@idc.com

JOE MOLA

Madaio

The **CIO Executive Council** has hired **Laura Madaio** as a marketing development strategist. Previously a senior account executive for marketing and advertising sales at CBS Sports Radio Boston and CBSBoston.com, she holds a B.S.B.A. in sports business from Western New England University in Springfield, Mass. She is a field hockey and softball coach for the Boston-based startup CoachUp and also enjoys cooking, golfing and being outdoors with her dog. lmadaio@cio.com

These runners can go the distance

Five IDC employees from three countries — all experienced marathon runners — each completed another 26.2 mile event over the past few weeks.

(Right): IDC Mexico Worldwide Senior Production Coordinator ***Yazmin Vallejo*** *ran in her first Berlin Marathon on Sept. 27. She finished in 3:12 and was among the top three Mexican runners, finishing 183rd overall. Unlike many of her other races, she had family waiting for her at the finish line, which she said made it extra special. Vallejo later made a trip to visit IDC CEMA's office in Prague.*

Iracema Fuentes*, an associate analyst for IDC Latin America and based in Mexico City, ran her first New York City Marathon on Nov. 1 in 4:09.*

IDC VP for Internet of Things and Mobile ***Carrie MacGillivray*** *meets up with her daughters after the Scotiabank Toronto Waterfront Marathon on Oct. 18. Snowflakes along the way didn't deter her from finishing her fourth marathon.*

TCS NEW YORK CITY MARATHON
FINISHER | 2015 FINISHER

IDC SVP/Chief Analyst ***Frank Gens*** *traversed five boroughs in his first New York City Marathon and 10th overall. He finished in 3:25; top 3% in his age group and top 7% of all runners. "Not too bad for an old guy!"*

Four-time marathoner and SVP/Enterprise Systems and IDC Fellow for IoT ***Vernon Turner*** *logged his best time ever at the Marine Corps Marathon in Washington, D.C. on Oct. 25. "I'm still learning how to run the race and enjoying the challenge; hoping one day I might run like Frank!"*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Donna Fraser *IT World Canada*

24
Karen Wilde *IDG Strategic Marketing Services*
Patrick Gorman *IDC*
Megan Santosus *IDC*

23
Grazyna Skibniewska *IDG Poland*

22
Marc Ferranti *IDG News Service*

17
Ellie St. Louis *U.S. Media*

15
John Gole *IDC*

14
Melissa Riofrio *U.S. Media*

13
Sureshpal Singh *IDC Germany*
Fung-Yee Tang *IDC U.K.*

12
Duncan Newell *U.S. Media*
Jeanne Lee *IDC*

11
Johanna Himes *U.S. Media*
Kenichi Kusano *IDC Japan*

9
James Lee *IDG Global Solutions*
Daniel Zegarra *IDC Peru*
David Ayvar *IDC Peru*

8
Al Hilwa *IDC*

6
Shirley Shalev *IDC Israel*
Ali Shareef *IDG Connect*

5
Sherri Reardon *CIO Executive Council*
Abdulaziz Al-Helayyil *IDC Saudi Arabia*
Leah Yamshon *U.S. Media*
Robert Brothers *IDC*
Anna Nilsson *IDG Sweden*

3
Adriana Rangel *IDC Middle East, Africa and Turkey*
Pavel Ullmann *IDC CEMA*
Byron Halbower *U.S. Media*
Robert Young *IDC*
Markus Ekburg *IDG Sweden*
Julio Barajas *IDC Mexico*
Brad Casemore *IDC*

2
Vasily Agapov *IDC Russia*
Marjan Zorko *IDC Serbia*
Sandra Schmitt *IDG Germany*
Joanne McClay *IDG Connect*

1
Folukemi Adebote *IDC West Africa*
Wale Babalola *IDC Middle East, Africa and Turkey*
Ameera McNeal *U.S. Media*
John Feler *IT World Canada*
Sophia Nilsson *IDG Sweden*
Erik Nilsson *IDG Sweden*
Andrea Loziuk *IDC Canada*

unsunghero

Léonardo Munin

Latin America Regional Market Analyst

IDC Brazil

*IDC Latin America Research and Consulting Director **Luciano Crippa** named IDC Brazil Latin America Regional Market Analyst **Leonardo Munin** his team's Unsung Hero. "Léonardo started in our call center at IDC Brazil and was quickly recognized as someone who had huge potential," he said. "Since joining the Consumer Devices team he has been able not only to secure the renewal of important consulting projects but also excel as the mobile devices analyst for Brazil. Léonardo is a very motivated, engaged and committed analyst. His ability to extract qualitative insights from his studies combined with his agility responding to clients has made him an important partner for many of IDC's clients in the region."*

*Latin America Regional Market Analyst **Léonardo Munin** joined IDC Brazil in 2010 as an intern at its call center.*

Home São Paulo, Brazil

Current title and career path at IDC Latin America regional market analyst for mobile phones. I was previously an intern with IDC Brazil's Latin America call center, an intern with its Enterprise and Services division and an IDC Brazil market analyst for mobile phones.

Primary job responsibilities My primary responsibility is to ensure every country in the region is working with market numbers very close to the reality of the country. I also analyze the forecasts provided by local analysts and ensure the market trends make sense. (For example, local analysts' LTE evolution forecasts, screen-size forecasts and the total size of the market are usually revised by a regional analyst).

Three things I do in a day's work

- Read the news (mainly macroeconomics and tech news)
- Have regular conversations with the main players in the market
- Analyze market numbers to provide new information and views of the market to customers

What I love most about my job
I learn about new technologies before the general population. Also, the chance to bring a new strategy to a technology company so it can achieve even better results is amazing.

A hot-button issue that I'm dealing with I'm working on a project for Qualcomm to understand how many and what kind of products come from Paraguay to Brazil illegally.

Latest accomplishment I'm preparing a presentation on a new topic for me: enterprise mobility and the trends for this market.

Career highlight I gave a market presentation for the 200-plus-member sales team of Telefonica. I also gave an interview for BBC TV in English about the Brazilian market.

What I'm doing to be a better employee I'm always trying to increase my knowledge, not only about the mobile phone market but about other product categories related in any way to this market, e.g., how the increase in smartphone usage is impacting cloud computing growth.

Interests outside the office I play and watch soccer (I am a crazy Corinthians´ supporter — #VaiCorinthians!), listen to hip-hop and Latin music and travel.

What others can't tell just by looking at me
That my height — 5'6" — doesn't define me.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Luciano Crippa *IDC Latin America*
Mathew Heath *IDC U.K.*
Lynn Holmlund *IDG Enterprise*
Léonardo Munin *IDC Brazil*
Carolyn Yanuskiewicz *IDG Training & Development*
...and all the IDC marathoners.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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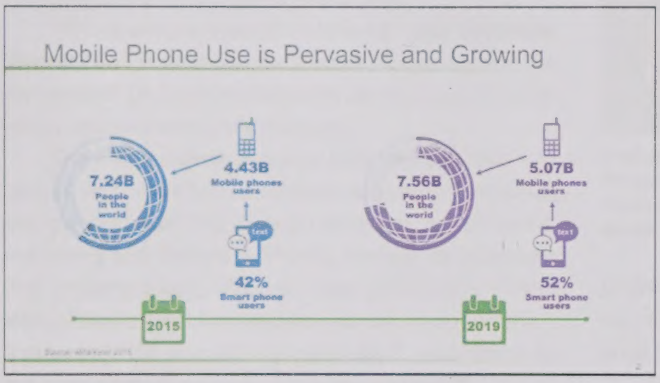
Mobile Moments research points to ways to delight mobile users



An IDG Research Services study aims to help IDG identify opportunities to improve the mobile customer experience with the goal of delivering the exact relevant interaction at the moment the user needs it.

SEE MORE ON PAGE 4

Also inside

IDG Poland research enhances conference content

CIO U.S. goes online-only

One on one: U.S. Media Executive VP/General Manager Video Dina Roman

International Managers Meeting video interviews

Employees at IDG's San Francisco office get festive for Halloween thanks to IDG TechNetwork.

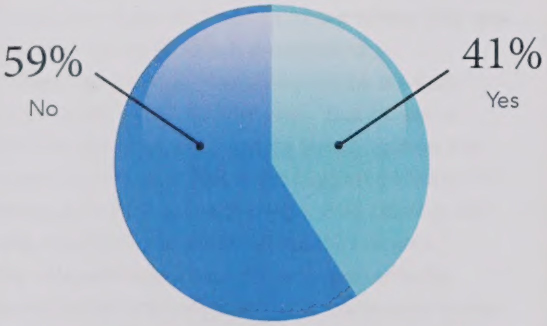
SEE MORE ON PAGE 7

Celebrating 20: IDC Canada Group VP/Research Tony Olvet travels to three regions in Italy.

SEE MORE ON PAGE 8

Question of the week results

Did you wear some kind of costume or accessory for Halloween?



Log on to www.idgcentral.com to vote on this week's question:

Have you tried Airbnb or a similar room rental site?

CLICK HERE

New video in the Talk IDG series

In this 10-minute video, IDG Communications Worldwide CEO Michael Friedenberg summarizes how IDG fared in FY15 and talks about plans for revenue growth in FY16, themes from the recent International Managers Meeting and how employees can contribute to IDG's growth this year.

VIEW IT ON IDG CENTRAL

IDG Poland's e-commerce research enhances conference content, brings in leads

IDG Poland continues to produce a unique research report for attendees of its annual Internet Standard e-commerce conference that functions as both a value-add and a means of identifying prospective attendees for future events. The E-commerce Standard 2015 report is based on original research, conducted online, that provides a snapshot of the country's e-commerce industry during the previous year.

"This is unique research in Poland," said **Sebastian Watras**, IDG Poland events director. "Other companies do research on Internet shoppers; we focus on Internet shops and e-commerce managers."

The online survey, begun in May, received 250 unique responses from e-commerce owners and managers, gleaned from IDG Poland's database, social media marketing and Google AdWords. Among the questions they answered were "Are your sales profitable?," "What kind of marketing channel(s) do you use to sell on the Internet?," "Do you sell internationally?" and "What are the main difficulties in selling on the Internet?"

Findings were divided into four main topics: sales and profits, marketing, logistics and payment, and technology. The research found that in 2014 e-commerce in Poland grew 21% while brick-and-mortar sales remained flat. Internet sales in Poland account for around 4% of the country's total sales (versus 8% in the EU and more than 10% in the U.S.), and 80% of the country's e-commerce shops were profitable. According to Watras, the conference attendees — largely e-commerce owners and managers — use the findings to see where they rank in the overall picture of Polish e-commerce.

"These figures show that e-commerce is a fast-growing industry here," Watras said, "but it's also a competitive one, with e-commerce shops fighting low prices and low margins. This is the biggest problem for e-commerce managers, much bigger than dealing with shipping requirements, potential fraud or returns."

The research report's results were presented in September at the Internet Standard e-commerce conference, now in its 10th year. The conference addresses issues relevant to selling on the Internet, and the speakers are always e-commerce managers from companies that use this channel to generate sales. The 130 attendees received a free copy of the report as a value-add, Watras said. IDG Poland also sells the report for 40 euros (US$44) and offers it as a free digital download "as a way to gather potential attendees for next year's conference," Watras said.

*Employees involved in the e-commerce project were (L-R): IDG Poland Project Manager **Lukasz Grabczynski**, Events Director **Sebastian Watras** and Project Manager **Aleksandra Zygarska**. Absent from photo: Editor **Andrezej Peczak**.*

For more information contact Sebastian Watras. ■

CIO U.S. now online only

A little over 28 years after it first rolled off the presses, CIO magazine became the last IDG publication in the U.S. to become an online-only publication.

The final print edition in November included columns from Editor-in-chief CIO Events **Maryfran Johnson** and Publisher **Adam Dennison** thanking readers for their many years of support for the original medium and saying that they look forward to continuing to engage with the IT leadership community at face-to-face events and online.

CIO
PUSHING THE RIGHT BUTTONS

"I've always liked that old Dilbert cartoon slogan: 'Change is good. You go first!' " Johnson said. "Thankfully we didn't go first, and that took a lot of support from our business side, which we all appreciated. The good news is that CIO's brand is thriving in all the right markets: IT leadership events, online at our award-winning CIO.com site and in our custom publishing business."

"We've written and talked about digital transformation so much over the past few years, it's time for us to participate in the same challenges and successes our readers are experiencing," Dennison said.

OneonOne

Dina Roman

IDG.tv

U.S. Media's Executive VP General Manager, Video is this week's columnist. Reach her at droman@idgcommunications.com.

Official U.S. commercial launch of IDG.tv March 2015

Headquarters New York City

Employees Twelve in all, including the nine members of the IDG Studios team who are based in San Francisco, Framingham and New York.

Recent accomplishments
1) The new IDG.tv site design and core content and series architecture was deployed across our U.S. owned and operated brand and social sites in late July 2015. 2) The rollout of our Seasonal Event and Technology Tentpole programming calendar, which our IDG Studios team works on every day with the U.S. Media and the IDG News Service teams. This portfolio programming approach is important because it allows IDG to leverage the talent, audience and inventory scale of our U.S. brands and is extensible to our global brands.

Q What is IDG.tv?

A IDG.tv is video created for and by IDG. In effect, it's IDG video everywhere. IDG.tv "the site" acts as a hub in which we can showcase all our video content from around the globe and from which we can distribute content to various strategic "spokes" — namely, our brands, our social sites and other off-site distribution partnerships we may strike in the months ahead.

Q What kinds of programming do you have?

A Our video content is composed of two core offerings: channels and series. IDG.tv's channels offer both consumer and enterprise-related video programming, such as Data & Analytics, Car Tech, C-Suite, Gaming, Hardware & Accessories, How-To's & Tips, Cloud, IT Insights, Mobile, Robotics, Security, Smart Home and Wearables. Our series include World Tech Update and Breakout Startups created with the IDG News Service and Hardcore Hardware, a new series created by Studios with PC World Executive Editor **Gordon Ung**. The format we use depends on the topic being covered. Typical core content formats are Reviews, Hands-Ons, Explainers, How To's, Tips & Tricks, Lists and Reports.

Q How has IDG.tv evolved since you came on board in late June 2014?

A We wouldn't call it an "evolution." Rather, it's an entirely new vision and strategy. You have to remember that while the idea for IDG.tv in the U.S. was innovative, the site that was initially developed was created as part of an advertising-driven partnership using an outside agency and content management platform completely separate from our brand sites. This is fine for an advertising partnership, but it was largely disconnected from IDG editorial. Today, IDG.tv is newly designed to be a scalable, editorial-driven video product with a new logo, video graphics and ongoing programming, distribution and monetization strategies that integrate with our owned and operated brands and leverage their editorial talent and subject matter expertise. Everything we do today uses a shared technology, programming and design approach, which is device-agnostic, allowing us to easily distribute and monetize content across our brand and social portfolio.

Q How are the video teams from other U.S. brands collaborating with you in terms of event coverage and other content?

A We have a very tight collaborative approach for developing our core content and event programs across the U.S. businesses we currently engage: Digital Media Group (almost everything we do involves some new feature, development or workaround in Apollo, IDG's content management platform), Consumer & SMB, IDG Enterprise, IDG News Service, IDG World Expo and IDG Strategic Marketing Services.

Critical to these relationships is ensuring we agree on an overarching framework which aligns our business goals while limiting disruption to existing work flows proven to be effective and efficient for the teams involved. This requires a lot of preparation and partnership that begins during the budget-planning cycle for the upcoming year. The analogy often used is that of an orchestra. It applies here, too. Everyone has his own instrument to play, but if you want to truly make beautiful music together, you need a conductor and section leaders to ensure that each instrument is playing the same tune and coming in on key at the right time. Our primary day-to-day orchestra leaders are IDG.tv VP/Video Programming **Kyle Kramer** and U.S. Media Chief Content Officer **John Gallant**, and, of course, John's designated editorial leads from CSMB and IDGE. We agree upon a calendar with launch dates and deadlines and determine what we can reasonably support throughout the year, along with on-camera talent. There are new video processes the teams have jointly developed to best manage workload, ensure efficiency and quality output. Remember, our editorial talent has stories they have to release in addition to video. The ultimate litmus test for what winds up on the final calendar is simple: "Are our audiences and marketers interested in these topics?" In 2016, you'll see such seasonal editorial events as Summer Tech, Back-to-School and Holiday Gift Guide. Our Technology Tentpoles will include CES, Mobile World Congress, E3 and the like.

Q How has IDG.tv performed in comScore's Video Metrix vis-a-vis the competition?

A Again, ours is a premium portfolio approach. In comScore's Video Metrix, we track IDG Network, which comprises our premium portfolio of owned and operated brands as well as select TechNetwork brands that have agreed to assign their traffic to us for reporting and monetization

continued on page 6

Mobile Moments research uncovers mobile pain points, ways to delight users

It will not come as news to anyone at IDG that mobile phone use is pervasive and growing. According to eMarketer, 6 out of 10 people worldwide — or more than 4 billion people — currently use mobile phones; 42% of them are using smartphones, and by 2019 that percentage will rise to 50%. And those phones are having a significant impact on how people are accessing the Internet. Today, three out of four people worldwide access the Internet from a mobile phone, a number that will grow to four out of five by 2019.

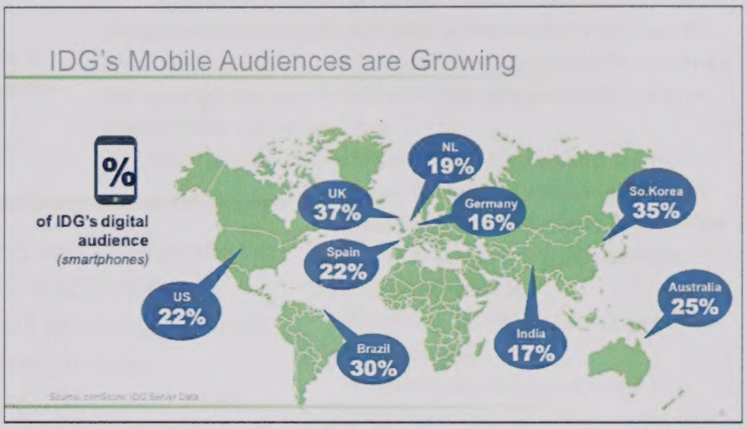
"IDG's mobile audiences are growing and the implications are clear: our success with mobile will have a significant impact on our ability to keep our audiences engaged and outpace the competition," said IDG Research Services, SVP and General Manager **Janet King**, who attended last month's International Managers' Meeting in the Czech Republic to present the results of her team's latest study, Mobile Moments: Optimizing the Customer Experience.

The research, a voice-of-the-customer-focused initiative sponsored by U.S. Media CEO **Pete Longo** and the U.S. Media team, had as its mission helping IDG to identify opportunities to improve the mobile customer experience with the goal of delivering the exact relevant interaction at the very moment the user is looking for it.

The research was carried out in two phases. The first phase, which aimed to gain a deep understanding of users' personal experience of accessing and consuming tech news, consisted of 20, two-hour in-person interviews with a mix of tech professionals and tech consumers. The interviews, which targeted an even split of millennials (ages 18 to 24) and Gen Xers (35 to 50), took place in coffee shops, workplaces, apartments, libraries and other venues. "Our goal was to interact with the target audience in the course of their typical day to gain a deep understanding of their personal experience with tech news and mobile devices," King said.

Insight from these interviews was then used to develop an online survey that was fielded to 600 tech professionals and consumers in the second phase of the project.

"The online survey was designed to enhance understanding of how individuals use their smartphones to get tech news, to identify their frustrations and to identify features or requirements in a mobile content experience that will have the biggest impact on customer satisfaction," King explained.



"IDG's mobile audiences are growing and the implications are clear," says IDG Research Services SVP and GM ***Janet King****. "Our success with mobile will have a significant impact on our ability to keep our audiences engaged and outpace the competition."*

King said that while Google's advice for winning mobile moments — be there, be useful, be quick — is provided in the context of e-commerce sites, it is nevertheless relevant for IDG and serves as a useful lens for examining some of the Mobile Moments findings.

"Having a strong 'be there' strategy involves not only anticipating our users' needs but understanding how those needs might change based on their situation," she said. "One point that came through very clearly in the interviews is that people are switching roles throughout the day, and the content they are consuming needs to align with the role they are playing."

Other findings in this area:

- Respondents get tech news on their smartphones both via active search and reading what shows up in a content stream.
- Some 71% of respondents use a mobile web browser to seek out information of interest.

> "Things we can do to enhance the mobile experience and outperform the competition include faster load times, flexibility in format delivery and providing one source for all their information needs, eliminating the need for them to hunt through multiple sources to get what they want."
>
> *Janet King*

continued on page 5

continued from page 4

Mobile Moments

- One-half report they regularly visit top news websites like CNN or ABC.
- Forty-three percent regularly visit tech-related websites, a number that jumps to over half — 51% — among tech professionals.
- Surprisingly, just 25% rely on Twitter as a source of tech news on their smartphones — a finding that was consistent across roles and age groups.

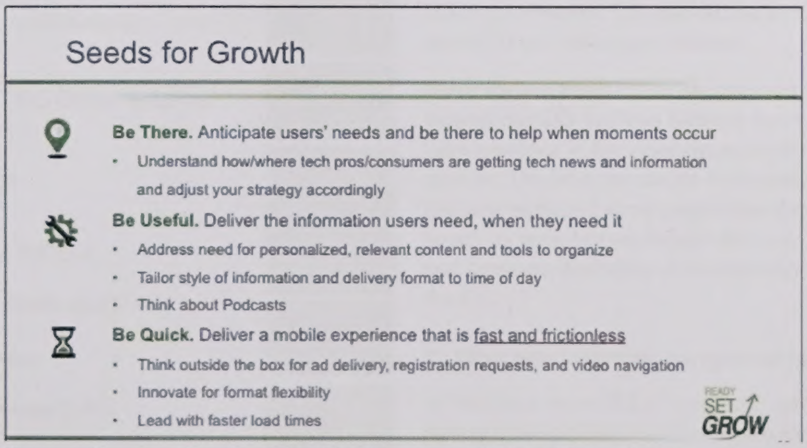
"These results reinforce the need to have a plan to boost our coverage across a variety of sources, paying close attention to our presence in search as well as our presence on top news sites and within social media," King said.

> "Coupled with the positive feedback and interest expressed about podcasts in the one-on-one interviews, this is an area worth further exploration."
>
> *Janet King*

In terms of usefulness, the survey uncovered key findings related to information overload and the need to tailor content for the time of day or week and format.

- A key pain point is not only identifying relevant content but keeping track of/organizing that content.
- Both tech professionals and consumers report they prefer short summary articles and headlines in the morning before work.
- Respondents said they were more likely to read longer stories with plenty of detail in the evenings and on the weekends.
- Respondents repeatedly indicated an interest in flexibility around how they consume news and information including reading tech news, watching videos and listening to podcasts.

"In fact, six out of 10 respondents report interest in tech-related podcasts with one-quarter noting they are extremely or very likely to listen to a podcast," King said, adding that interest is highest among tech professionals and millennials. "Coupled with the positive feedback and interest expressed about podcasts in the one-on-one interviews, this is an area worth further exploration," King said.



Seeds for Growth

Be There. Anticipate users' needs and be there to help when moments occur
- Understand how/where tech pros/consumers are getting tech news and information and adjust your strategy accordingly

Be Useful. Deliver the information users need, when they need it
- Address need for personalized, relevant content and tools to organize
- Tailor style of information and delivery format to time of day
- Think about Podcasts

Be Quick. Deliver a mobile experience that is fast and frictionless
- Think outside the box for ad delivery, registration requests, and video navigation
- Innovate for format flexibility
- Lead with faster load times

The research uncovered many ways to address improvement in the mobile experience.

Google's last piece of advice — be quick to win mobile moments — equates to delivering a fast and frictionless user experience, said King. "This is, I think, a key area of focus and perhaps one of the most challenging as well, " she said, adding that a common sentiment expressed by tech professionals and consumers during the interviews is that mobile interfaces aren't there yet.

"Comments about navigation make it clear that interface design and usability can enhance or detract from the experience. And advertising and requests to register, while necessary, can be a key source of frustration if they significantly delay or interrupt the user experience."

Users also expressed frustration with sites that are not optimized for mobile and are difficult to navigate and slow article load times. "The key is that they want a more seamless, faster user experience."

Summing up the research's key findings, King noted:

- Among the attributes listed as performance needs including ad delivery, registration requests and video navigation, there is a direct and proportionate correlation between a better experience and higher satisfaction, King said. "With the right strategy these are levers we can pull to drive improvements in our users' satisfaction. "
- Regarding content delivery, the research found users as a whole expressed no strong preference for apps vs. a mobile web browser. "This means that our decision about the format of our future mobile products, while perhaps an important business consideration, will have little impact on overall satisfaction."
- The biggest opportunity for IDG to delight its users lies in providing experiences that surprise and improve their interactions, said King. "These things do not cause any dissatisfaction when they are missing, because users never expected them in the first place. But if you can deliver, it's nothing but upside. Things we can do to enhance the mobile experience and outperform the competition include faster load times, flexibility in format delivery and providing one source for all their information needs, eliminating the need for them to hunt through multiple sources to get what they want."

For more information, contact Janet King. ■

Videos

Managers summarize key issues facing IDG in FY16

During last month's Expanded International Managers Meeting in Prague, IDG News Service Director, Online Video **Nick Barber** filmed short interviews with 16 of the managers in attendance. They can be viewed here on IDG Central.

The Keys to Growth in FY16 (2:57)
Michael Friedenberg, CEO, IDG Communications

The Future of IDG.tv (5:44)
Dina Roman, EVP & GM/Video, U.S. Media

Growing Third-Party Revenue (3:02)
Jonas Triebel, publisher, IDG Tech Media

Trends in Account Intelligence (4:57)
John O'Malley, CEO, IDG Connect

What Is Commercial Editorial?
Simon Jary, Publishing Director, IDG U.K. (3:25)

Driving Revenue with Events (4:21)
York von Heimburg, CEO, IDG Germany

Capitalizing on Mobile Moments (4:30)
Janet King, GM & SVP, IDG Research Services

IDG's Marketing Strategy (2:28)
Josh London, CMO, IDG Communications

How to Drive Revenue (7:04)
Kumaran Ramanathan, CEO, IDG Global Solutions

The Power of Data (4:13)
Pete Longo, CEO, U.S. Media

Data for Editorial (5:45)
Matt Egan, Editorial Director, IDG U.K.

Viewability and Ad Blocking Challenges (7:00)
Kit Gould
CEO, IDG U.K. and IDG Sweden

Content Marketing Opportunities (3:49)
Jason Tenenbown
VP/Global Innovation & Program Architecture, IDG SMS

Growing Revenue (5:18)
Keith Arnot, EVP, International Finance, IDG

Tech Network in China (3:42)
William Xu, CEO, Tech Network China

Reader Revenue Trends (3:04)
Joakim Allwin, Publishing Director
IDG Enterprise Sweden

One on one

continued from page 3

purposes. When you look at where IDG Network ranks in reaching viewers of technology video online, it's currently number one, ahead of competitors such as The Verge, CNET and AOL Tech.

Q What kinds of advertising opportunities are available, and how are they sold?

A There are four ways to buy the IDG.tv portfolio: channel sponsorships (e.g., Cloud, Hardware & Accessories), seasonal event sponsorships (e.g. Summer Tech, Back-to-School), and technology tentpole sponsorships (e.g., CES, Mobile World Congress). These sponsorships run across our owned and operated brand portfolio and include targeted audience or contextual reach extensions across TechNetwork. The media formats agencies purchase are 15- or 30-second pre-roll creative, high-impact player skins and logo entitlements as well as custom long-form video creation by Studios with in-channel distribution, all at defined investment levels. The fourth way to buy is general pre-roll rotation across our premium video portfolio or run of network (including TechNetwork). To date, we've had more than 20 separate accounts invest with IDG.tv, with several renewals, and year-over-year direct sold video is up 52%.

Q Are there plans to roll IDG.tv out globally?

A The short answer is yes. I recently had the privilege of presenting IDG.tv for the first time at the expanded International Managers Meeting in Prague. This afforded us an opportunity to speak with several of our colleagues overseas.

There are two areas of low hanging fruit for global collaboration: expand our IDG YouTube Network by including our colleagues' YouTube presence in the video network we created and begin to share content. The latter we can do in a variety of ways using video feeds. We've already had some productive discussions with the U.K. and Spain. It's early, but we believe that our U.S.-created content will play well overseas, and some of our international content will play well in the U.S.

Q What new initiatives are planned for FY16?

A You'll see more IDG.tv "originals" and an extension of a program Kyle and Senior Producer/West Coast **Olivia Speranza** are expanding called the Creators Program. This leverages outside talent to test adjacent programming categories our brands don't cover.

Q What are some cool things that video enthusiasts at IDG should know about IDG.tv?

A You never know where you're going to find quality talent and programming ideas. We have lots of ideas, and, of course, are open to listening to yours. If you have what you think is a good idea, send your manager, Kyle and me a note. We're listening. ■

noteworthypeople

Promotions

IDG.tv Video Production Intern **Leah Bottone** has been promoted to production coordinator. "Leah came to us as an intern, and over many months this year took on more and more responsibility," said IDG.tv VP, Video Programming **Kyle Kramer**. "She has grown her role to include the curation of our entire social media stack, supporting both East and West Coast video productions, planning domestic and international event shoots and has even become our authority on Apollo. Leah is far too crucial to our operation to be labeled an intern and was working so far beyond what she had initially been asked to do that it was the obvious decision to bestow upon her the well-earned title of production coordinator and make her an official employee of IDG. She has been a rock in this first year, and we look forward to her playing an even bigger role as we build our future." lbottone@idgcommunications.com

New employees

Rivera

IDG.tv has hired **Greg Rivera** as VP, Video Ad Sales. He was previously senior director, Content and Interactive Experiences with Microsoft where he led a team responsible for selling and delivering branded content and custom advertising across Microsoft's portfolio. He earned a B.S. in electrical engineering from the University of Connecticut and an M.S. in technology management from Fairfield (Conn.) University. He enjoys biking, movies ("We already have our Star Wars tickets for opening day") and playing sports and video games with his three children. grivera@idgcommunications.com

Call

New at **IDG Strategic Marketing Services** is Digital Content Director **Barbara Call**. She was previously content marketing manager at Emerson Ecologics and has also worked as a senior copywriter/editor with Watts Water Technologies. A graduate of Syracuse (N.Y.) University, she holds a B.A. in magazine journalism and art history. An avid mountain biker, she also enjoys kayaking cross-country skiing and spending time with her two sons. She recently ghostwrote *The New Charcuterie Cookbook* with Boston chef Jamie Bissonnette and is co-author of *The Best Dog Tricks on the Planet* with dog trainer Babette Haggerty. bcall@idgcommunications.com

Brus

Senior Application Developer **Jan Brus** comes to **IDC CEMA** from Ezpada where he was a developer. He earned a bachelor's degree from the Czech Republic's Brno University of Technology and enjoys gaming and time spent with his family. jbrus@idc.com

Neuschmid

IDC Austria has hired **Julia Neuschmid** as a research analyst. She previously worked for the Central European Institute of Technology. A specialist in urban technologies and topics such as smart cities, active and assisted living, and open data she holds an M.A. in geography with a focus on urban studies from the University of Vienna. jneuschmid@idc.com

Calling all volunteers

In an upcoming issue, IDG World Update will be featuring profiles of community-minded employees and partners who volunteer their time and talents to make the world a better place. If you volunteer your time or know of someone who does, write to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Jose Luiz Diaz *IDG Spain*

28
Michele Chase *IDG Credit*

21
Eric Sheppard *IDC*

18
Cindy Reed *IDG Finance*

15
Lucas Mearian *U.S. Media*
Shane Hannam *IDG Global Solutions*

13
Moira Keating *IDC*

12
Zoya Zvagin *IDC*
Matt Egan *IDG U.K.*

11
Charles Harris *IDC*

10
Joseph Pucciarelli *IDC*
Judith Hanover *IDC*
Paul Crew *IDC U.K.*
Jim Malone *IDG Strategic Marketing Services*

9
Adelaide Sibbald *IDC*
Ingemar Jasnnon *IDG Sweden*

7
Carla Schäfer *IDG Germany*
Tim Brunt *IDC Canada*

5
Robert Grant *IDG U.K.*

4
Tracy Mayor *U.S. Media*
Ash Patel *IDG U.K.*
Cintia Gomez *IDC Mexico*
Iris Whalen *IDG Technical Services Group*

3
Andreas Olah *IDC U.K.*
Ionut Posastiuc *IDC Romania*

2
Eric Bergener *IDC*
Alberto Bell *IDC Spain*
Marjan Zorko *IDC Serbia*

1
Marc Van Herreweghe *IDC U.K.*
Iwona Wilk *IDC U.K.*
Justyna Bizub *IDG Poland*
Felipe Alves *IDC Brazil*

Costumed colleagues

IDG TechNetwork threw a Halloween Costume Contest last month for the San Francisco office, and staff from TechNetwork, IDG Enterprise, Digital Media Group, the facilities group and Strategic Marketing Services took part. IDGTN Director of Sales ***Rick Currier*** *invited three colleagues —* ***Anna Boulware*** *from SMS,* ***Olivia Speranza*** *from IDG.tv and* ***Dan Dudziak*** *from IDG Tech Services — to select the top three costumes. Pictured above: back row:* ***Fedja Sefic****, IDGE;* ***Courtney Hunt****, IDGTN;* ***Lisette Hantke****, IDGE; Rick Currier, IDGTN;* ***Sebastian Ligeti****, DMG; and* ***Luis Ibarra****, US Media. Middle row:* ***Adjani Nicholson****, IDGE;* ***Carla Echevarria****, IDGE;* ***Melissa Riofrio****, CSMB;* ***Kelley Au****, DMG; and* ***Andy Trice****, DMG. Front:* ***Candice Caldera****, IDGTN, and* ***Karen Wilde****, SMS.*

celebrating20

Tony Olvet

Group Vice President, Research

IDC Canada

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. Tony Olvet of IDC Canada traveled to Italy in August.

Date joined IDC
June 15, 1995

Career path
I work with a great team and have enjoyed the dynamic nature of the analyst business in an ever-changing tech industry. My first role was as an analyst covering IT channels and distribution trends. After several years I moved to consulting, leading projects with large telecom providers, software and hardware vendors. In 2005, I shifted back to the research organization to lead our communications practice, then expanded that role to manage all Canadian-based research programs and Trackers.

(L-R): My wife, Jennifer, and I enjoyed a wonderful dinner at Trattoria ZáZá in Florence with our daughters Marley, Kristen and Rebecca. Thanks to my colleague Lawrence Surtees for the recommendation!

Why I chose this trip
We had never travelled as a family to Europe and despite having been to Europe a number of times myself, I had never been to Italy. It has so much rich history that it was definitely on my list of must-see destinations.

Trip highlights
We chose to focus on three locations: Rome, Amalfi and Tuscany. For me the ancient ruins of the Roman Forum and the Colosseum were highlights in Rome. We also enjoyed The Pantheon, Piazza Navona and strolling the streets in those neighborhoods.

In Amalfi, we stayed in a private house with a huge terrace that overlooked the Mediterranean. That terrace was our favorite place in Italy. The views were spectacular; the food, hospitality and local culture were inviting. We were able to swim in the sea, take day trips to other towns and generally enjoy Amalfi Coast life. The owner of our house invited us over to his place for a home-cooked dinner, with fresh ingredients sourced from his garden. It was wonderful. Driving along the coast was exhilarating. I was warned about the narrow and winding roads, but I got used to it fairly quickly.

Florence Duomo: an architectural landmark in the heart of the city.

We drove north to Tuscany and enjoyed a combination of spectacular art, architecture, shopping in Florence, and relaxation, swimming, and nice wines at a villa in the Val di Sieve region. The restaurants and cafés in Florence did not disappoint. We later visited the walled medieval town of San Gimignano.This compact town with its prominent towers really was quite a sight to see in the hills of Siena.

Overall our vacation in Italy was amazing. One aspect that made it really special was that it was a shared first-time experience with my whole family. We all want to go back, but we'll have a challenge deciding where in Italy to visit next!

I was amazed that so much of the Roman Forum was preserved for some 2,000 years.

Looking out from the 800-step scenic route down to the harbor in Amalfi.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDC connects with clients at Global Research Advisory Council

Welcome IDC Advisory Council Invitees
Fairmont Hotel, San Francisco
October 20-21

In Boston and San Francisco, IDC's top clients shared thoughts on how IDC can better serve their needs, received updates on IDC's research investments and met with analysts and industry peers.

SEE MORE ON PAGE 4

Also inside

IDG Germany achieves 70% viewability requirement

IDG Enterprise wins four Folio: edit, design awards

IDG World Expo produces Major League Gaming finals

IDC Malaysia granted new local industry status

One on one: IDC VP, IoT and Mobile Carrie MacGillivray

IDC U.K. recognizes top performers, looks ahead to FY16 at a kickoff meeting in London.

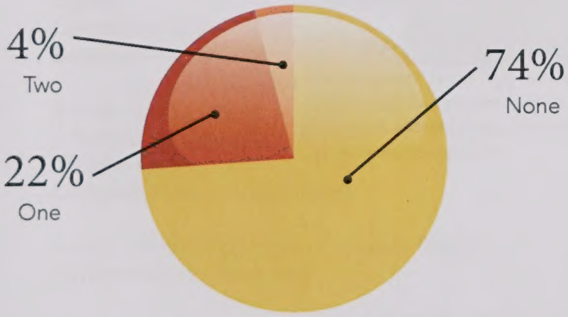
SEE MORE ON PAGE 7

Unsung hero: IDG Germany Marketing Manager Sandra Schmitt is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How many days a week do you telecommute?



Log on to www.idgcentral.com to vote on this week's question:

Did you wear some kind of costume or accessory for Halloween this year?

CLICK HERE

See the news summary on IDG Central

The daily news summary is produced by IDG Corporate Marketing and provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry. You can view the News Summary on IDG Central's Press Summary section or request to be added to the distribution list by contacting Colleen Barry. Recent news items include:

Facebook's Instant Articles could mean less traffic for websites (The Wall Street Journal)

Study: Good design causes the brain to pay more attention to news stories (The Washington Post)

AdBlock Plus accuses Axel Springer of censorship after ad-block move (DIgiday)

Tips from the Financial Times on evergreen journalism (Poynter)

If you invest in content marketing, you have to invest in understanding how that content performs (The Drum)

IDG Enterprise wins four categories at FOLIO:'s Eddie/Ozzie Awards

IDG Enterprise brought home four winners' awards and five honorable mentions at the 2015 Folio: Eddie and Ozzie Awards presentation in New York City last month. For more than 20 years the awards have recognized excellence in magazine editorial and design across all sectors of the industry.

A panel of more than 300 judges narrowed 2,800 entries into a pool of roughly 1,000 finalists. In total, over 250 awards were given out across 33 categories.

The awards are broken into four main categories: Eddies and Eddies Digital for the best in print and digital editorial, and Ozzies and Ozzies Digital for the best in magazine and website design.

IDG's winning entries:

B-to-B – Website
Technology/Telecom (Eddies Digital)
CSOonline

B-to-B – Online Community & Tool
(Eddies Digital)
Computerworld, Computerworld's Smart Salary Tool 2015

B-to-B – Full Issue; Technology/Telecom (Eddies)
Computerworld, 100 Best Places to Work in IT 2014,
June 23, 2014

B-to-B – Use of Illustration (Ozzies)
Computerworld, Combating the Diversity Dearth with
Analytics, April 2015

FOLIO
WWW.FOLIOMAG.CO
FOL
WWW.FOLIC
F
WWW.F

*Computerworld Senior Reviews Editor **Barbara Krasnoff** represented IDG Enterprise's editorial group at the awards ceremony in New York City.*

IDG's honorable mentions:

B-to-B – Website
Technology/Telecom
(Eddies Digital)
Computerworld

B-to-B – Standalone
Digital Magazine (Eddies
Digital)
Computerworld,
December 2014

B-to-B – Column/Blog
– Technology/Telecom
(Eddies Digital)
Computerworld, Android Power

B-to-B – Online Community – (Eddies Digital)
Computerworld, Shark Tank

B-to-B – Cover Design – Above 100,000 Circulation (Ozzies)
Computerworld, Combating the Diversity Dearth
with Analytics, April 2015

Go here for a complete list of finalists. ■

IDG World Expo produces its first Major League Gaming Finals

It was game on for IDG World Expo last month when it partnered with Major League Gaming (MLG) to produce its Finals event in New Orleans. Founded in 2002, MLG offers live and online video game tournaments throughout the U.S. and Canada and is one of the fastest growing digital networks worldwide, the most recognized brand in e-sports and a pioneer in the competitive gaming industry.

"We had a long-standing, positive relationship with MLG through our long-term involvement in the video game industry," said IDG World Expo General Manager **Mariella Ley**. "E-sports is one of the fastest growing segments of the media/entertainment industry, accelerating from about US$200 million this year to $1 billion in revenues by 2018. With that kind of growth ahead, the e-sports industry is in a perfect position to engage its fans through larger events that involve more consumers, so World Expo and MLG decided it was time to work together on the MLG Finals."

Teams competed for more than $500,000 in prize money.

IDG World Expo partnered with MLG to co-produce the event and handled all operations, logistics and sales for the expo portion of the finals. There were about 40 exhibitors and sponsors, including Activision, Xbox, Turtle Beach, Valve and Plantronics.

The three-day event drew thousands of gaming enthusiasts to watch professional and amateur teams and single players compete for more than $500,000 in prize money in Call of Duty: Advanced Warfare, Dota 2, Smite, Super Smash Bros. Melee and Super Smash Bros. for Wii U. Like many major sporting events, MLG Finals has broadcasters providing running commentary on players' strategies and tactics and backstage areas where players could warm up before matches. Players sit on an elevated stage looking at a screen in front of them while the game is also shown on a large screen overhead so the audience can watch. Attendees paid $50 for general admission and $250 for preferred-seating packages for specific gaming finals.

The IDG World Expo MLG Finals team was led by Ley, along with Senior Operations Manager **Alida Roberts** and Sales Director **Giovanni Stein**.

Ley said IDG World Expo is currently in discussions about partnering with MLG on several other of its events.

For more information contact Mariella Ley. ■

IDC Malaysia granted new industry status

IDC Malaysia applied for and has recently been awarded Multimedia Superior Corridor status by the country's national ICT association, the Multimedia Development Corporation. The business unit is now eligible for a range of incentives, including at least a five-year tax break. "This allows us to further strengthen IDC offerings to our clients, and we are committed to play a role in enabling the continued growth of the ICT industry in Malaysia," said Country Manager **Vijay Sundararaman**.

OneonOne

Carrie MacGillivray

IDC

IDC's VP for Internet of Things and Mobile is this week's columnist. Reach her at cmagillivray@idc.com.

"Globally, IDC projects that the IoT market will represent $1.7T in spend by 2020. We also expect there will be approximately 30 billion connected endpoints at that point as well. This growth will be largely driven by the enterprise or B2B market."

Q What's the essence of the Internet of Things?

A The Internet of Things is a market construct that sees a world where "everything" could be connected. IDC's definition of the IoT is that it is "a network of networks of uniquely identifiable endpoints (or 'things') that communicate without human interaction using IP connectivity." The key messages in our definition is that the things connect autonomously and do not require human intervention to collect information or perform a task. As well, we highlight that the thing must connect to IP connectivity as a means to transmit the data. We purposely do not include smartphones, tablets or PCs in our definition as they require human intervention, in most cases. Wearables are a different case as some wearables can operate autonomously, but many do not.

To make the Internet of Things a reality, it requires the coordination of a complex ecosystem of vendors and service providers. IDC's taxonomy highlights all the elements from the silicon to the connectivity to the IoT purpose-built platform and then including the analytics, applications, security, and IT services that are required. Within IDC, the IoT requires collaboration across our technology, regional and industry-focused teams to provide a holistic perspective.

Q How much has IDC's IoT research program grown since it launched last year?

A We launched the Internet of Things Ecosystem & Trends program in October 2013. It has been a wild ride since then. The program has seen incredible growth both in syndicated research and custom consulting deliverables. We currently have more than 30 syndicated clients and are continuously working on custom engagements, as well as speaking about IoT trends at events around the globe. IDC named **Vernon Turner** the IoT Research Fellow in April 2015, which marks the first Research Fellow position in IDC's history. We have published more than 60 documents since the program's inception. In 2015 we launched the Internet of Things Spending Guide, which is a companion product to the core syndicated program. We have seen good adoption of the Spending Guide over the last several months.

The best part of the IoT research program is that we have clients from across the IT ecosystem looking to work with us to understand the IoT landscape, partner strategies, go-to-market best practices as well as competitive information within their particular market segment. With the diverse mix of clients, we continue to get exposure to different approaches and perspectives on what the IoT can do for the end user, be it a consumer or enterprise.

Q What's the projected growth of the IoT market segment in the globally?

A Globally, IDC projects that the IoT market will represent $1.7T in spend by 2020. We also expect there will be approximately 30 billion connected endpoints at that point as well. This growth will be largely driven by the enterprise or B2B market, with the consumer market representing 10% to 15% of the overall market opportunity.

Q What were the goals of IDC's Global IoT Decision Maker Survey? Can you provide a few key findings?

A Our second annual Global IoT Decision Maker Survey was completed in August 2015. This year we were fortunate enough to expand the study to include 15 countries with 2,350 respondents who were IT or Line of Business Decision makers. This study allows us to demonstrate quantifiable evidence that the IoT is not just a concept, but a real accelerator of the 3rd Platform. Seventy-three percent of respondents have already deployed IoT solutions or plan to deploy in the next 12 months.

IoT awareness is gaining traction in the retail and manufacturing industries with 56% and 53% of respondents (respectively) showing high awareness of the IoT. In addition, a full 58% of respondents consider the IoT a strategic initiative, with a further 24% viewing it as transformative. The healthcare industry leads the field with 72% of respondents identifying IoT as strategic, followed by transportation and manufacturing at 67% and 66%, respectively. Government lags behind in overall awareness and often needs clarification around the IoT basics.

Some additional findings from the survey include:

- Similar to last year, security remains a leading challenge, but now upfront and ongoing costs have become the top challenges.
- While considered leaders in the IoT, hardware vendors lost ground in 2015 as software vendors are overtaking equipment vendors.
- The retail industry remains an underdog, but shouldn›t go unnoticed now, or over the next 24 months. ■

IDC strengthens ties with key clients at Global Reseach Advisory Council meetings

IDC held the 24th edition of its annual Global Research Advisory Council last month in Boston (Oct. 14-15) and San Francisco (Oct. 20-21). During the invitation-only meetings, IDC's top clients discussed how IDC can better serve their needs, received updates on IDC's research investments and plans for the year ahead and met with IDC analysts and industry peers.

A total of more than 125 clients attended, evenly divided between the two coasts. An essential component of GRAC is the opportunity to forge strong connections between clients and IDC executives/analysts, and some 150 one-on-one meetings were held.

"This was IDC's best GRAC event yet, with a high-value agenda put together by our research management team," said IDC President & CEO **Kirk Campbell**. "Clients were very pleased to see the exciting new research that is launching in 2016 covering emerging technologies. These two client advisory conferences were an outstanding opportunity to connect with key clients and will lead to increased IDC business in the upcoming months."

During last year's GRAC, clients asked IDC to extend its coverage of the 3rd Platform, including Internet of Things (IoT), new buyers and industry cloud; deepen IDC data and continue to improve quality and expand and enrich IDC research delivery models. Campbell presented enhancements that had been made in those areas, including developing a worldwide semi-annual IoT Spending Guide that encompasses 51 countries and six years of data, adding 32 new IDC Trackers across Asia/Pacific and Japan and publishing an online worldwide research schedule on IDC.com beginning in January.

Vino with Vito
A special wine tasting with IDC's Vito Mabrucco
IDC

Always on the lookout for unique ways to engage with customers, IDC held wine tastings hosted by SVP/Worldwide Consulting (and wine connoisseur) ***Vito Mabrucco****. The "Vino with Vito" signage was created, and Mabrucco presided over a selection of reds and whites for guests to sample and discuss at tasting tables on both coasts.*

IDC's global presence and insights were highlighted during new breakfast sessions on emerging opportunities in the Middle East and Africa with **Jyoti Lalchandani**, regional vice president and managing director, IDC MEA (Boston) and India's digital wave with Managing Director/IDC South Asia **Jaideep Mehta** (San Francisco). Throughout the program, clients also had a chance to learn more about IDC products and tools, such as IDC's Worldwide Trackers and how IDC's Custom Solutions group can create programs around specific business goals.

In his market outlook extending to 2020, EVP/Worldwide Research and Chief Research Officer **Crawford Del Prete** said there is currently a once-in-a-generation change in IT, where technology is used to drive digital transformation across organizations, and this in turn will drive IT industry growth. The fastest growth will come from new areas such as Internet of Things, Cognitive Systems, Robotics, 3D Printing, Next Generation Security and 3D & Augmented Reality, which IDC calls "innovation accelerators."

Meredith Whalen

Meredith Whalen*, SVP/ IT Executive, Industry and Financial Research, talks with a client during the one-on-one meetings.*

PATRICK GORMAN PHOTOS

Del Prete also updated the group on IDC's research architecture. "We are in the process of making our research more concise, clearer, more prescriptive and easier to consume. This includes new easy to read — and forward — graphics, new document types and improved decision making methodologies. Overall, we are creating a streamlined architecture that delivers impactful research for technology suppliers and professionals."

SVP/Chief Analyst **Frank Gens** co-led a panel on accelerating innovation in organizations with SVP/Enterprise Infrastructure and Datacenter **Matt Eastwood** (Boston) and Program VP **Kathleen Schaub** (San Francisco). They looked at how marketing intelligence, analyst relations and marketing teams can use 3rd Platform technologies and solutions to help their companies more rapidly and successfully innovate and compete.

Meredith Whalen, SVP/IT Executive and Industry Research, presented IDC's latest research on digital transformation, noting that only 15% of organizations have digitally transformed their entire companies, with the majority still working on digital initiatives in one part of their business. She led a panel with representatives from FedEx, UPS, retailer Rebecca Minkoff and the State of Illinois who are the digital transformers in their industries talking about hot technology investments for 2016, digital buying centers and the role of IT.

Write to IDC Marketing Director Patrick Gorman. ■

IDG Germany meets 70% viewability requirement on Microsoft campaign

IDG Germany earlier this year undertook its first campaign for a client that included an ad viewability requirement and, despite a somewhat rocky start, successfully delivered on the client's 70% viewable impressions criterion.

"We have known for some time now that our clients and agencies are beginning to capture viewability with the help of various measurement tools. Viewability had not yet been defined as a performance criterion in orders, but I realized that it would only be a matter of time before it would be," said **Edmund Heider**, director, ad operations at IDG Germany. Heider noted that last year the metric "Active View" in the Google ad server (DFP) was introduced. "This metric puts us in a position to measure viewability ourselves and had been extremely helpful optimizing viewability.

A viewable impression is defined by the Interactive Advertising Bureau as follows: 50% of the banner pixel area must be shown for at least one second in the visible range of the active browser window.

So Heider was not surprised when the terms of the Microsoft Commercial One campaign, which ran from late April through June, stipulated 70% viewable impressions. The campaign consisted of several rich media ad formats — video and story graphic units — that were targeted to cloud and business decision makers. "We quickly discovered that the leaderboard format (728x90) attained poor viewability performance at only 50%," said Heider, who discussed the problem with the company's chief web developer, **Thomas Rotter**. "He suggested that we make the leaderboard sticky [sticky ads remain viewable when a viewer scrolls up or down the page]. Stickiness of ads is extremely helpful in improving viewability because the ad remains in the visible area of the browser window," Heider explained.

> "Stickiness of ads is extremely helpful in improving viewability because the ad remains in the visible area of the browser window."
>
> *Edmund Heider*

However, Heider said they did not want, for reasons of the user experience, all leaderboard ads to be constantly displayed, "so we had to look for an on/off solution that could be controlled in the ad server when needed." Rotter developed a script on the site and an additional function in the creative code in the ad server enables the team, when necessary, to switch on stickiness for the leaderboard for a settable period of time, for example 10 seconds.

Edmund Heider

"This solution has now been implemented on our owned and operated sites and TechNetwork sites and has helped us achieve leaderboard viewability values of more than 80%," Heider said, noting that the same principle can be applied for the skyscraper format (160x600).

Another promising measure was to make the right content column, which contains the MPU (300x250) sticky. If the article is longer than the right content column, it becomes sticky when scrolling as seen here.

Heider said they found that displaying a billboard ad (970x250) and a half-page ad (300x600) on one site at the same time should be avoided. "The extra 160 pixels of billboards' move the content and the HPU [half-page ad] ad slot downward, so that it wanders too far out of the visible area of the browser window.

Another effective action, Heider said, is optimization based on viewability performance of ad units. An ad server report identifies all pages (ad units) with a viewability performance of less than 70% and those ad units are then excluded from the campaign. "This works especially well in the TechNetwork, where not all of the previously mentioned measures can be implemented due to complexity, many different layouts and content management systems."

With their first campaign with a viewability requirement successfully completed, Heider said he and his team learned valuable lessons about viewability optimization. And they are putting those lessons to work in a second Microsoft campaign with a viewability requirement that has been under way for several weeks now.

For more information, contact Edmund Heider. ■

noteworthypeople

Promotions

Caldera

IDG TechNetwork Account Executive **Candice Caldera** is now senior account executive. "Candice has been an integral part of our team for the last two years, so it's very exciting to see her take this step forward in her career," said **Lauren Moranski**, account executives manager. "As part of this promotion, Candice will be packing up and moving across the country to join us in New York City in late November." candice_caldera@idgtechnet.com

Donahue

JOE MOLA

IDG Enterprise Account Coordinator **Christina Donahue** has been promoted to account executive. "Over the past few years she has rocked the account coordinator and senior account coordinator roles and won Account Coordinator of the Year at one of our national sales meetings," said **Sean Weglage**, sales SVP. "She has supported so many new people, new teams and helped train so many of her peers. She is an incredibly hard worker and has done anything asked and beyond that with all of the groups that work with our team." cdonahue@idgenterprise.com

Hunt

ADAM PATRICK MURRAY

IDG TechNetwork Account Executive **Courtney Hunt** has been promoted to digital sales manager. "As a new outside sales rep, Courtney will be responsible for driving revenue for a newly added territory on the West Coast TechNetwork team," said **Rick Currier**, TechNetwork director of sales, West. "Courtney has provided sales support as an AE for almost a year and has demonstrated her ability to manage complex sales while delivering result-oriented customer service. She has assisted tremendously in helping the West Coast exceed our FY15 revenue goal." courtney_hunt@idgtechnetwork.com

New employees

Gottwald

Sabrina Gottwald joins **IDG Germany's** ChannelPartner as a senior account manager. She was previously a sales manager for WEKA Fachmedia's "funkschau" magazine and enjoys travel, cooking, skiing and football. sgottwald@channelpartner.de

IDG Enterprise has hired **Mark Holland** as an account director in its San Francisco office. Previously business development director with CEB's SHL Talent Measurement Group, he holds a degree in communications from the University of California/Santa Barbara. Away from his desk he enjoys skiing, mountain biking, water polo and swimming. maholland@idgenterprise.com

Trott

MATHEW HEATH

Previously a senior analyst with Pierre Audoin Consultants, **Dominic Trott** joins **IDC U.K.** as research manager, IT Security, Europe. He earned a B.A. in business information systems from Nottingham Trent University and enjoys rugby — "watching and playing (badly)" — and home renovation. In 2013 he was a key team member on a competitive analysis of the U.K. cybersecurity market report for the U.K. Department for Business Innovation and Skills that is still recognized by security vendors as an authoritative source. dtrott@idc.com

Bridcut

MATHEW HEATH

Also new at **IDC U.K.** is Senior Account Manager, Major Accounts **Philip Bridcut**. Previously a key client consultant with Euromonitor International, he earned a B.S. in chemistry from Durham University's Grey College. In his free time he enjoys rugby, football, Formula 1 racing and cycling. pbridcut@idc.com

Paul

IDC U.K. has also hired **Malini Paul** as a research analyst on its PC Tracker teams for Western Europe. She was previously a senior research analyst with Kable Business Intelligence and holds a B.S. in computer science and engineering from West Bengal University of Technology. She enjoys swimming, art and volunteer work (in India she worked in a surplus food-distribution channel) and running. mpaul@idc.com

Lagomarsino

Public Relationships Manager **AJ Lagomarsino** comes to **IDG TechNetwork** from OpenSlate where he was an account executive. He earned a B.A. in communication arts with a concentration in journalism from Ramapo College of New Jersey in Mahwah, N.J. In his free time he enjoys soccer, running and wine and beer tasting. aj_lagomarsino@idgtechnet.com

Bowling

IDG Enterprise has hired **Morry Bowling** as Alliance Marketing Services director. Previously a senior partner marketing manager with VMware, she earned a B.A. in communications from San Jose (Calif.) State University. She enjoys world travel, volunteering with the Valle Monte Women's League and the Susan G. Komen Foundations, reading and yoga. mbowling@idgenterprise.com

Devine

Deborah Devine joins **IDC Framingham** as a senior analyst account manager, coming from Parthenon EY, where she was a knowledge manager. She holds an M.A. in music from the University of Connecticut and an MS in library and information science from Boston's Simmons College. In her free time, she sings with a semi-professional, 100-voice chorus, and her fun fact is that she once sang back-up for Barry Manilow. ddevine@idc.com

Chen

IDG Communications' New York City office has hired **Iun Chen** as an ad operations intern. IDG marks her sixth internship; she has also worked in ad sales marketing at the Food Network and revenue planning at ABC Family. She is currently in her final year at New York's Pace University studying marketing and accounting. When not interning or studying she enjoys learning about corporate cultures and different leadership styles through reading books or connecting with past mentors. She also enjoys exploring new restaurants and watching TV. ichen@idgcommunications.com

Calling all volunteers

In an upcoming issue, IDG World Update will be featuring profiles of community-minded employees and partners who volunteer their time and talents to make the world a better place.

If you volunteer your time or know of someone at IDG, IDC or one of IDG's licensing partners who does, write to world_update@idg.com.

IDC U.K. honors top contributors, looks ahead at FY16 strategies

IDC U.K. used its recent FY16 kick-off meeting for its sales, operations, marketing and events teams to take a look back at a successful FY15, plan for continued growth in FY16 and acknowledge the team's sales champions. Thirty-five people attended the meeting in London last month.

IDC Western Europe COO **Robert White** and IDC U.K. and Ireland Managing Director **Dan Timberlake** opened the day with brief presentations on FY15 successes and growth strategies for the coming year. Some of those strategies include better, more relevant product training, centralized tools, a buddy system to promote sharing of best practices and improving communication and job satisfaction.

IDC U.K. Major Accounts Director **Fiona Macrae**; **Paul Crew**, head of the European Industry Growth (EIG) team; **Charlotte Pearson**, director of U.K. and Ireland event sales; IDC EMEA Marketing Director **Mathew Heath**; and U.K. and Ireland Marketing Specialist **Sara Fernandez** all spoke on the importance of teamwork, collaboration, working smarter, standardizing tools and sharing best practices, aiming high in the client organizations, trying new ideas and leveraging technologies such as social media.

IDC Western Europe COO ***Robert White*** *welcomes attendees to IDC U.K.'s FY16 Kick-off meeting in London.*

The attendees then broke into five teams for a short exercise to design the "salesperson of the future." The teams were asked to consider what their role might look like in 2020, mirroring IDC's Vision 2020 research that looks at the tech industry of the future. Mobility, social media, flexible working and automation came up more than once, in addition to game-changing technologies driving digital transformation and the Internet of Things, which are redefining IDC's customer base.

The final session was a panel discussion that looked at the integration of consulting and research. Panelists included IDC CEMA Managing Director **Steven Frantzen**, IDC U.K. VP **Chris Ingle**, VP **Jane Doorly**, Group VP **Eric Owen** and Associate VP **Mike Cansfield**.

The meeting was followed by an awards dinner to recognize the outstanding sales and business contributions from both individuals and line of business teams. Ten out of 12 of the IDC U.K. sales team picked up awards for surpassing their sales targets. Other highlights included the following:

Brad Thorpe*, IDC Worldwide VP/Sales presents IDC U.K. Major Accounts Director* ***Fiona Macrae*** *with the FY15 Outstanding Deal Award.*

- Sales Executive **Gita Spanarova** finished FY15 with the top performance at 164% of plan.
- Major Accounts Director Fiona Macrae won the FY15 Outstanding Deal for a new Samsung Tracker & CIS contract.
- Sales Executive **Ryan Stott** was recognized for the FY15 Outstanding Deal for EIG accounts with his GMS win with SecureData.

The contributions of Customer Services Manager **Vanessa Teal**, Sales Operations Manager **Kyle Price**, Conference Director **Ash Rashid**, Conference Specialist **Mike Connolly** and Fernandez were also recognized. **Brad Thorpe**, IDC Worldwide VP of sales, who gave out some of the awards, said, "I think the U.K. team has delivered the attitude, growth and success usually associated with emerging markets like BRIC. Bravo!"

For more information contact Mathew Heath. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

48
Ted Bloom *IDG*

27
Jayne Enos *IDG Corporate Services Group*

19
Mario Morales *IDC*
Patrick Thibodeau *U.S. Media*

17
Amy Kelley *IDC*

16
Annelise Fortier *IDG Human Resources*

15
Mats Brandon *IDG Sweden*
Fabio Rizzotto *IDC Italy*
Mary Jane Donnelly *IDC*

13
Patricia Henderson *IDC*

12
Janet Ward *IDG Corporate Services Group*
Patrick Burke *IDG Technical Services Group*
Laura Brisbee *IDC*

11
Brad Dillon *IDC Canada*
Eduardo Caceres *IDC*
Renata Bevilacqua *IDC Brazil*

10
Karin Lindström *IDG Sweden*
Ronita Bhattacharjee *IDC UAE*
Mirja Wagner *IDG Germany*

9
Anna Müller *IDG Sweden*
Trine Borve *IDC Denmark*
Anthony Bebee *IDC*
Deb Begreen *U.S. Media*
Mariella Ley *U.S. Media*
Melissa Messier *U.S. Media*
Alida Roberts *U.S. Media*

8
Andy Hicks *IDC Czech Republic*
Lidice Fernandez *IDC*

6
Kristian van Tuil *IDG Netherlands*
Johnny Högdahl *IDG Sweden*
Chamanpreet Kahlon *IDG Connect*

5
Rania Mustafa Hanafi *IDC UAE*

4
Luca Bonacina *IDC Italy*
Marija Crnomut *IDC Serbia*

3
John Regan *IDC Canada*
Paul Edwards *IDC Canada*
Ales Kantor *IDC Czech Republic*
Nolan Greene *IDC*
Erin Johnston *IDC*

2
Mikhail Popov *IDC Russia*
Gita Spanarova *IDC U.K.*
Paul Magurnis *IDC*
Pamela Miller *IDC*

1
Vlad Mukherjee *IDC Canada*
Sanjay Khanna *IDC Canada*
Rob O'Regan *IDG Strategic Marketing Services*
Shinya Kato *IDC Japan*
Veronica Hlobilova *IDC Czech Republic*
Jana Outratova *IDC Czech Republic*
James DiDonna *IDC*
Courtney Hunt *U.S Media*
Gordon Ung *U.S, Media*

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

unsunghero

Sandra Schmitt

Marketing Manager

IDG Business Media

***Mirja Wagner**, IDG Germany database operations director, named Marketing Manager **Sandra Schmitt** her team's Unsung Hero.*

"Sandra is responsible for our reader marketing strategy, but she does so much more. She supports our email marketing manager in crafting emails, designs new HTML creatives, excels in Photoshop, supports all of her colleagues in creating marketing materials and she does it all very, very fast. I'm often very surprised by what she can handle; it's much more than I expected and much more than she mentioned in her job interview two years ago. Every new task she gets, she does extremely well."

Name
Sandra Schmitt

Home
Munich, Germany

Title
Marketing manager

Primary job responsibilities
I'm responsible for the distribution of the B2B publications of IDG Germany. To achieve our reader-revenue goals I plan and implement various marketing campaigns to sell IDG Germany's wide range of products — print or digital subscriptions, special magazine issues or research studies — to our different target groups.

Three things I do in a day's work

- Send direct mailings to existing and potential customers.
- Create marketing materials.
- Coordinate internal and external service providers.

What I love most about my job
My job never gets boring. Each day is different, brings new challenges and gives me the opportunity to learn new things and use my creativity. I also enjoy working with a really great team.

A hot-button issue I'm dealing with on the job
In times of digital transformation and changes in Germany's reader market we are always thinking of new digital and mobile products for our readers in order to manage the shift from print to digital.

*Marketing Manager **Sandra Schmitt** joined IDG Germany in November 2013.*

Latest accomplishment
Being part of the project team that implemented the new IDG Business Media Kiosk App to make our publications available on all mobile devices.

Career highlight
Optimization measures such as the creation of new mailing templates for the magazine distribution resulted in increased revenues.

What I'm doing to be a better employee
Keeping an overview of current projects and tasks all the time. I also try to think positively and stay open-minded about new ideas.

Interests outside the office
Fitness, hiking, spending time with friends, traveling and photography.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Sandra Schmitt *IDG Germany*
Mirja Wagner *IDG Germany*

IDG World Update

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Department profile

U.S. Media AdOps team keeps online ad campaigns on track

Staff in New York City, San Francisco and Framingham, Mass., optimize campaigns to ensure the campaigns are delivered in full and hit the key performance indicator benchmarks set by the advertiser, agency or client.

SEE MORE ON PAGE 5

Also inside

CEC introduces Career Lab; announces award program

One on One: IDG VP Technology/CIO Nancy Newkirk

IDG helps AT&T challenge Verizon in security space with year-long content marketing campaign

IDC Canada announces promotions for six employees at the Toronto-based company.

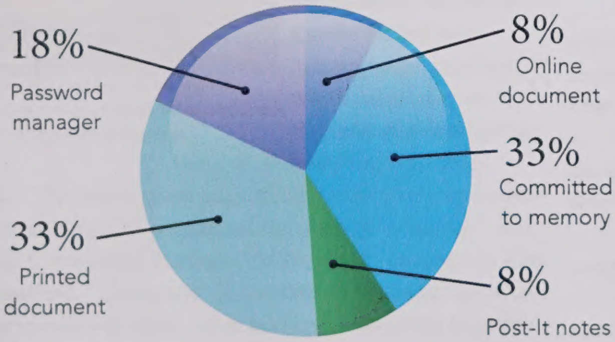
SEE MORE ON PAGE 6

Unsung Hero: IDG India Senior Marketing Associate Margaret Dcosta is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How do you keep track of passwords?



Log on to www.idgcentral.com to vote on this week's question:

How many days a week do you telecommute?

CLICK HERE

Czech it out

Attending last week's International Managers Meeting in Prague were (l-r): York von Heimburg, Kit Gould, Simon Jary, Beth Ramistella, Jonas Triebel, Christian Loebering, Toby Hurlstone and Chris Norman.

Gregg Pinsky, Kit Gould, Henric Jogin and Maringo Vlijter take part in a panel discussion about key market trends.

CEC's Career Lab event focuses on steps to achieve work, life, family integration

New awards program to recognize efforts to advance women in leadership

The CIO Executive Council (CEC) introduced a new program, the Career Lab, earlier this month as part of its Women in Leadership community, which offers leadership development opportunities. Held in in Boston, the first edition of the Career Lab, "Refine Your Power," brought together women who are rising stars and senior business leaders to learn strategies for achieving work, life and family integration.

The concept for the conference grew out of a connection CEC Chief Learning Officer and VP/Client Delivery **Monica Brunaccini** made at an earlier event with Jodi Detjen, who co-authored a book, *The Orange Line*, on work/life balance. Detjen, a professor of management at Boston's Suffolk University, offered space at Suffolk for the conference, and she and her co-author, Kelly Watson, managing partner at Orange Grove Consulting, led one of the interactive sessions.

(L-R): CEC's Community Manager for Women in Leadership ***Kim Crawford*** *and CEC President* ***Pam Stenson****.*

CEC President **Pam Stenson** and CEC Senior Director, Client Delivery **Carrie Matthews** emceed the program. IDG VP/Global Training and Development **Laurie Butson** and IDG Research Services Director, Strategic Solutions **Carole Sacino** were among seven coaches who worked with attendees at a small-group coaching workshop.

"This was a great opportunity to create more awareness among IDG colleagues for what we're doing," said CEC Community Manager for Women in Leadership **Kim Crawford**. "Laurie and Carole had a chance to see what our community does, what audiences we bring together and what one of our events looks like."

There were some 70 participants, including CEC staff and certified coaches. Attendees represented a mix of CEC client companies and prospects. The conference fee includes three virtual sessions — one-hour webinars led by Detjen — to be held in November, December and January on the pitfalls of perfectionism, developing self-confidence and moving beyond one's comfort zone.

IDG Research Services Director, Strategic Solutions ***Carole Sacino*** *(second from right) and IDG VP/Global Training and Development* ***Laurie Butson*** *(far right) served as coaches during one of the small-group workshops along with representatives from Boston-area companies.*

Crawford said plans are being discussed for a series of Career Labs in 2016.

CIO Executive Council Senior Director, Client Delivery ***Carrie Matthews*** *(center) joins The Orange Line co-authors Jodi Detjen (left); and Kelly Watson.*

Following the conference there was a networking reception and an announcement about the launch of the CEC's Advancing Women in Leadership Awards program, supported by inaugural sponsor Randstad. The awards will honor corporations and institutions that have effectively enhanced the representation of women in leadership positions. Now through Jan. 5, 2016, nominations are being accepted for initiatives such as:

- Recruiting programs for disciplines in which women are typically under-represented, such as IT, security, finance and other functions.
- Fast-track or other leadership development programs targeting women managers.
- Partnerships with academia, such as internship programs for women.
- Initiatives to interest girls and young women in science, technology, engineering and math studies and related careers.

Crawford is managing the awards program and will be recruiting an external panel of judges. Winners will be announced next March at IDG's Agenda 16 digital business transformation conference in Amelia Island, Fla.

Write to Kim Crawford. ■

OneonOne

Nancy Newkirk

IDG Technical Services Group

IDG's VP of Technology/CIO is this week's columnist. Reach her at nancy_newkirk@idg.com.

> "We have developed a custom security-awareness training program for all U.S. IDG employees. This will be rolled out in the next month or two. Globally, we will be developing standards and recommendations that we will be sending to our owned and operated business units in the next few months."

Q What is the Technology Services Group's scope of work?

A TSG provides IT services to IDG Corporate [Accounting, Credit, Finance, Tax, Legal and HR] and to IDG Communications U.S. These services include network, security, email, help desk, file storage and the financial systems used in the U.S.

We work with the technology staffs for Digital Media Group, the CIO Executive Council and IDC to make sure everyone who needs to can work together. We support the groups that run Salesforce.com. We run two primary data centers in Framingham and San Francisco and a satellite data center in the New York City office. We work with all groups to help them find and manage technologies they need to do their jobs if the solution isn't in our standard technology offerings.

Q What is the IDG Security Smart program?

A In December 2014, we announced the creation of the IDG Security Smart program. The program was created at the request of the IDG Audit Committee (a subset of the IDG Board of Directors) to assess the strength of IDG's security posture.

Since then, we have sent a data security survey to all U.S. employees and hired a security company to perform detailed IT security assessments and risk assessments in the U.S., as well as at a few of our international locations. The results, which were presented to the IDG Audit Committee, indicate that we need to improve our security posture. We have already made some changes, and over the next six months we will be making many more changes to our network, servers and policies.

If anyone is interested in the framework the security company used for the assessment, I'm glad to share it with you.

We also discovered that IDG employees are in need of education on security-related issues. In order to address this need, we have developed a custom awareness training program for all U.S. IDG employees. This will be rolled out in the next month or two.

Globally, we will be developing standards and recommendations that we will be sending to our owned and operated business units in the next few months.

Q Do you have some ideas of how IDG can better use the full extent of our collaborative suite (Office 365)?

A Using the collaborative tools in O365 requires a commitment to change and doing things in a new way. We are currently working with various departments throughout IDG Communications and IDG Corporate to help them visualize how working in O365 can improve their productivity and collaboration. IDC also has an evangelist for the O365 collaboration tools. It's a slow process — it's hard for already busy employees to find the time to set up the tools and learn how to use them. The groups that have moved to OneDrive and SharePoint are happy they did. There are other collaboration tools in use including Salesforce.com Chatter, Microsoft Yammer and Slack and various instant messaging tools. Those are growing organically. Some departments really rely on them, especially when they are separated geographically.

Q What kinds of training does your group make available? Can employees outside the U.S. take advantage of any of that?

A We have a product called Brainstorm QuickHelp that is available for IDG employees in the U.S. and IDC employees worldwide. QuickHelp has thousands of short, on-demand training clips focused on Microsoft products. Also, Brainstorm hosts QuickCasts about various topics from time to time. If you are interested in QuickHelp contact your help desk team.

For the IDG Security Smart training program, we contracted for a cloud-based learning management system called Mindflash. While the security program was the impetus for this, we plan to roll out various on-demand online training programs over the next year on the platform. HR is interested in using it for onboarding new employees, Editorial is considering it for their department training requirements and the Technical Services Group will use it to publish courses for various technologies we support and to introduce new employees to IDG technologies. The wide range of topics could cover issues such as how to connect to the guest wireless network, how to change your email password on your iPhone and instructions on using our various financial systems such as Microsoft Dynamics GP and Ariett (our financial system and expense reporting system).

All U.S. employees will have access to Mindflash

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IDG helps AT&T challenge Verizon in security space

Year-long program among largest content-marketing campaigns undertaken by IDG

A seemingly routine client meeting at RSA, a large security conference held in San Francisco in late April, led to the recent launch of one of the largest content marketing programs ever undertaken by IDG.

Unbeknownst to **Kevin Ebmeyer**, IDG Enterprise senior account director, integrated, AT&T had been soliciting RFPs for months from various potential partners — including IDC — to assist with a major security initiative. When Ebmeyer checked in with his AT&T contacts following the conference, they mentioned the fact that they had a big project they wanted to do and invited him to submit a proposal.

Sensing the size of the opportunity, Ebmeyer immediately contacted **Meghan Parisi**, senior manager of product and process development at IDG Strategic Marketing Services (SMS). "We had a call with the client and submitted the proposal within a week," Parisi said. "So that's how it started — we weren't even on their radar for this project. Kevin just happened to reach out at the right time. I never even had a chance to meet with AT&T in person — it moved that quickly."

"Although I had reached out numerous times requesting a meeting with this contact at AT&T over the past year, it was really the in-person meeting at RSA that registered for him, speaking to the power of a face-to-face connection," Ebmeyer said.

By July 1, IDG had been awarded the contract and given three months to create a comprehensive thought leadership program on behalf of AT&T, which had decided to challenge Verizon's dominant position in the security market.

"Their main goal is to position themselves as a leader in the security space. They are virtually unknown in security, and Verizon has been putting out a cybersecurity research report annually for the past seven to eight years," said Parisi, who served as program architect.

The centerpiece of the program is a series of four reports called AT&T Cybersecurity Insights, which will appear quarterly through October 2016. The first report, which was launched at AT&T's annual cybersecurity event held earlier this month, was geared toward CEOs and board members, though future reports may have a slightly different target audience, Parisi said.

The 36-page report, which relies on research sourced by the editor and writers as well as licensed research, was project managed by SMS Senior Manager, Program Management **Anna Boulware**. The editors were James Gaskin, a contractor who was hired to work in AT&T's Dallas headquarters, and SMS VP, Content Works **Jim Malone**. Gaskin, who is no longer on the project, did all of the editing of the report, rewrites and outlines and worked with the individual writers as well. (SMS is currently looking for Gaskin's successor, who will continue to work at AT&T's headquarters through October 2016.)

IDG WORLD UPDATE

Kevin Ebmeyer** and **Meghan Parisi

IDG is distributing the report in ad units and promoting it in twice-weekly custom blog posts through BrandPost, through Enhanced Community Threading, media distribution on IDG Enterprise infographics and motion graphics. In addition, each report will be promoted in three Twitter chats in the weeks following its release. "AT&T is doing a lot of their own distribution as well and working with their ad agency to promote the report through press releases, television interviews and other media," Parisi said, adding that "we've never done a program with such a high level of awareness around it."

Noting that the program has not been without its challenges, Parisi said AT&T is nevertheless very happy with the outcome. "Their leadership team and chairman are thrilled, and we are already on our way to starting on the next report due in February."

Contact Kevin Ebmeyer or Meghan Parisi. ■

Department profile

U.S. Media AdOps team keeps online ad campaigns on track

(L-R): IDG TechNetwork Digital Media Coordinator **Laura Zabolotsky**, Digital Media Strategist **Trevor Deans**, Digital Media Strategist **Sandra Greenberg**, Digital Media Manager **Kirsa Larson**, former Digital Media Strategist **Jorge Amador**, Business Operations Director **Anthony Polcino**, Digital Media Strategist **Jon Carrado** and IDG Digital Media Group Digital Media Manager **Matt Steele**.

When print ruled the publishing industry, ads made their way onto the pages of a magazine via paste-up artists wielding X-Acto knives and glue and then through pagination software. Today, once an ad campaign is sold by IDG in the U.S., it falls to U.S. Media's Advertising Operations team to ensure its fulfillment.

"Once a campaign is sold, it goes to AdOps, and we book the campaign in our ad server, test the creatives to make sure they work correctly and run the campaign while watching its daily delivery and performance," said U.S. Media Director of Business Operations **Anthony Polcino**. "We optimize campaigns daily to ensure we deliver in full and hit the key performance indicator benchmarks (KPIs) set by the advertiser, agency or client."

Polcino's team works with the IDG sales teams to manage client expectations — "so they're not asking for something like a 100% click-through rate," he said — and then optimizes the campaigns based on the KPI. For example, if the KPI is a certain number of sales that U.S. Media needs to hit for the advertiser, the AdOps team diversifies the sites running the campaign. "The more unique people who see the ad, the better chance that someone buys something, so we run it on as many publishers as possible," Polcino said.

Polcino said his group also helps the IDG sales teams with new products they can sell, as well as works with vendors on new technologies. "For example, when you are in an article on our owned and operated sites, a video may push the content a bit and play an ad. That was a new piece of technology that we worked closely with sales and development to set up, using Teads, a U.K. video ad tech network." Another example, he added, is the Nativo platform, which allows U.S. Media to run advertisers' native brand posts on its owned and operated sites that match the look of each site.

AdOps assists IDG sales teams by pulling availability forecast requests. "When Sales wants to run a campaign, we run 'avails' to make sure we have the site inventory to run the campaign so that we won't underdeliver," Polcino said. AdOps also updates the revenue and tracking system SalesForce.com with delivery, or "billable," numbers so that monthly forecasts are accurate. "The monthly forecasts are so we know how much money our advertising is going to bring in each month," Polcino said. Not only does the U.S. Media AdOps team work "with any of the groups at IDG that wish to sell advertising," Polcino said, it also works closely with its Data Services team in building out new audience segments that can be sold at high premiums. "Anytime anyone goes to our sites or partner publishers, we make inferences on who that person is," Polcino said. "While we do not track any personally identifiable information since that's illegal, we try to track things like general geolocation, purchasing habits, etc. Data Services takes all this data and compiles it so we can then target those users on future campaigns."

> "Once a campaign is sold, it goes to AdOps, and we book the campaign in our ad server, test the creatives to make sure they work correctly and run the campaign while watching its daily delivery and performance."
>
> *Anthony Polcino*

AdOps also works with IDG Strategic Marketing Services in running their projects and with U.S. Media Digital Media Group (DMG) to assist with site launches and ad-tech projects.

The largest project AdOps is working on currently regards "lazy load" ad tags that improve ad viewability (see Polcino's recent column in IDG World Update. While DMG built the lazy load technol-

continued on page 7

noteworthypeople

Promotions

Thibodeau

Computerworld Senior Editor **Pat Thibodeau** has been promoted to national correspondent. "Pat, who works out of Washington, D.C., has been with Computerworld for 18 years and has covered just about every facet of enterprise technology during that time," said Managing Editor **Johanna Ambrosio**. "Given his location, Pat's been able to keep tabs on what's going on in Washington with a focus on technology and public policy and, in particular, has made himself the go-to reporter on H-1B visas and outsourcing issues. Pat has written extensively about this particular topic this year, focusing on how current H-1B visa laws allowed a utility in California (and Disney in Florida) to effectively outsource U.S. jobs to visa-holding foreign workers. His stories have been cited on the United Senate Senate floor and in the New York Times and are the result of good, old-fashioned gumshoe reporting. Beyond that, Pat covers some of the mainstays of Computerworld beats: data centers, IT careers and the Internet of Things." pthibodeau@computerworld.com

There have been several promotions at **IDC Canada**.

Dyer

Senior Manager, Forecasting and Measurement Practice **Thomas Dyer** has been promoted to director, Forecasting and Measurement Practice. "Thomas has worked tirelessly to build IDC Canada's Forecasting and Measurement practice since assuming responsibility for the team in 2010," said **Lars Goransson**, IDC Canada general manager and group VP. "Thomas's leadership and guidance of the team has contributed to our expanding presence in the custom analytics space and has contributed invaluably to the growth of custom market models for IDC Canada and to new transparent forecasting models for our various trackers. He is the consummate team player, his work effort is unrivaled and he consistently ensures client satisfaction in spite of sometimes unmanageable workload demands. Thomas has established himself as a worldwide expert and thought leader on forecasting methods and custom analytics, and he contributes actively on the worldwide tracker operations board and has most recently acted in an advisory role to IDC's A/P forecasting team." tdyer@idccanada.com

McIntosh

Associate Analyst, Measurement and Forecasting Practice **Jeffrey McIntosh** has been promoted to Analyst, Interactive Platforms and will be moving to the Worldwide consulting group to be part of the Interactive Platforms team. "Jeffrey has worked with analysts in Canada to develop several models for the team while also supporting many other projects throughout his time in the practice, including invaluable support to Statistics Canada, where he not only managed the delivery of the project but also helped develop the RFP to vastly expand — more than double the revenue — the scope of the project," Dyer said. "He also helped develop several tools to increase the efficiency of the work we do." jmcintosh@idccanada.com

Zhang

Associate Analyst, Measurement and Forecasting Practice **Charles Zhang** has been promoted to analyst, Measurement & Forecasting Practice. "Over the past couple of years Charles has helped build new models for the 3D printer market, bringing new expertise in forecasting to that project," Dyer said. "Additionally, he has automated the production of several key slide decks for the HP executive team, which has allowed us to sign and start delivering on a three-year contract that should keep our two companies closely tied together. He's also contributed to many other projects, including the Software Tracker, Monitor Tracker and many of the other trackers with an incredibly positive attitude. He's taken over the distributor database reports and has provided invaluable support on a number of projects and has always been willing to step in and help get projects across the finish line, many of which wouldn't have been possible without his willingness to work incredibly hard under tight timelines." cyzhang@idccanada.com

Lonergan

Infrastructure Solutions Analyst **Kevin Lonergan** is now senior analyst. "Kevin is an invaluable asset to the Infrastructure Solutions team," said **David Senf**, program VP, Infrastructure Solutions. "He has rebuilt our security practice in addition to working his day job of running the network equipment research. He recently finished his first security services MarketScape, which has garnered much attention and sales follow-on. IBM, Bell, TELUS, HP and others count on him as an advisor in a program that continues to experience high growth both in subscriptions and consulting. His worldwide colleagues, clients, media and industry contacts speak highly of his knowledge level and willingness to lend a hand. And behind it all, he continues to bring his math and computer science master's degree to his forecasting accuracy across 40-plus markets he tracks. Kevin exemplifies the IDC entrepreneurial spirit by continually taking on new subject matter and challenges." klonergan@idccanada.com

Burbach

Senior Analyst **Rob Burbach** is now research manager, Survey and Analysis. "Rob has made significant contributions to both our CIS research and to consulting projects in both the U.S. and Canada," said **Chris Sullivan**, Finance and Operations VP. "His work with the U.S. resulted in over $100K in payouts during FY15, and he has revised and improved the effectiveness of many of the surveys for which he is responsible." rburbach@idccanada.com

Hall

Director of Operations **Barbara Hall** has been promoted to associate VP, Operations and Product Management. "During FY15 Barb assumed responsibility for IDC Canada Marketing and has organized email and social media promotions and several joint events with ITAC," Sullivan said. "In addition she organizes publishing, Ask IDC, the product management steering committee, the Joint Health and Safety Committee, our United Way Campaign, training, HR reporting, website updates, knowledge management through SharePoint and much, much more." bhall@idccanada.com

New employees

PETER SHORT
Tynan

IDC Framingham has hired **Emily Tynan** as a marketing specialist focused largely on IDC's Insights group. She was previously an inside sales representative with PANalytical and holds a B.A. in communications from Framingham State University. In her free time she enjoys boxing at the gym, movies, following the Boston Bruins hockey team and binge-watching Netflix. etynan@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Maria Lindström *IDG Sweden*

21
Sabine Mayer *IDG Germany*

20
Ricardo Sampaio *IDC Brazil*
Mary Scanlon *IDG Human Resources Services Division*

17
Sheryl Hodge *U.S. Media*

16
Geoff O'Connor *IDG U.K.*

15
Masato Takeuchi *IDC Japan*
Hans Dirscherl *IDG Germany*

14
Sharon Gaudin *U.S. Media*
Thomas Jank *IDG Germany*

13
Vera Vorobjova *IDC Russia/CIS*

12
Helena Chappell *IDC U.K.*
Christian Löbering *IDG Germany*

9
Piotr Twardy *IDG Poland*
Svetlana Lovric *IDC Germany*

8
Patricia Gonzalez *IDC Mexico*
Nevin Cizmeciogullari *IDC Turkey*
Petr Zizka *IDC CEMA*
Stefan Huegel *IDG Germany*

7
Kazuhiko Hayashi *IDC Japan*
Fletcher Guinness *IDG Australia*
Benjamin Schischka *IDG Germany*
Armin Weiler *IDG Germany*

6
Valerie D'Aquila *U.S. Media*
Karsten Linde *IDG Germany*

5
Shanna Cito *U.S. Media*
Takuya Uemura *IDC Japan*
Nissi Jang *IDG Korea*
Jakob Jantzen *IDC Nordic/Denmark*
Hans Lima *IDG Technology Services Group*

4
Olivia Lima *IDG Global Solutions*
Kimberly Andrews *U.S. Media*
Tomasz Bitner *IDG Poland*
Timoteo Figueiro *IDC Portugal*
Peter Kasik *IDC CEMA*
Andries Lombaard *IDC South Africa*
Regina Böckle *IDG Germany*

3
Gabby Aldoupolis *IDG Connect*
Gina Ju *IDG Korea*
Jim Caris *IDC CEMA*

2
Shintaro Kusachi *IDC Japan*

1
James Forrester *U.S. Media*
Viktor Sandberg *IDG Sweden*
Tereza Haiflerova *IDC CEMA*

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One on One

(IDG Corporate, IDG Communications and IDC). In the U.S., if you are interested in using Mindflash for training requirements, let me know. It's free to you.

If a global business unit is interested in hearing about these solutions for their operations, I'm glad to talk to them.

Q What aspects of IDG's infrastructure have moved to the cloud?

A In the U.S. most of our technologies are in the cloud. A few years ago we moved email to the cloud in O365. Last year, we moved our HR system to the cloud when we implemented Ultimate Software (UltiPro). On premises are file servers, financial systems and support for those functions as well as our networking infrastructure. At this point, there's not much more we can move to the cloud — it's almost all there. These changes make the services more accessible to employees from wherever they are and whatever computer they are using and help keep our costs down.

Q What new projects are ahead for Tech Services in FY16?

A • Security. Continue the security improvements and training, policies and other changes we can make to improve our security posture.

• Using our current technologies well. We have a lot of technologies available with O365, and we will work with the various departments and groups to help them see how they can use those technologies to improve productivity and collaboration.

• Upgrading our financial systems to the latest version. It's been two years since we implemented Microsoft Dynamics GP 2010, and it's time to upgrade to GP 2015. ■

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AdOps

ogy, AdOps tested it and talks to the sales teams about how it works so they can better promote it to advertisers and agencies. AdOps also recently began using Google's vCPM product, which will allow it to sell campaigns with a guaranteed viewable CPM because advertisers are requesting it.

AdOps is also working to help IDG clients move off Flash creative technology to HTML5. "Apple, Google and Firefox really killed Flash and, as a result, the whole AdOps team works closely with Sales and our clients to ensure they are not using Flash in their creatives any longer," Polcino said.

IDG TechNetwork's and CSMB's ad operations teams are consolidated under the U.S. Media umbrella, as is IDG Enterprise's — "our three big departments," Polcino said. The U.S. Media AdOps team, largely based in New York City with staffers in San Francisco and Framingham, Mass., currently numbers 11, "with an intern on the way," Polcino said. U.S. Media AdOps Digital Media Manager **Kirsa Larson** runs ad operations for TechNet and Digital Media Strategist **Trevor Deans** is Polcino's "main go-to for all CSMB," Polcino said, while DMG's **Matt Steele** handles ad operations for IDGE.

Larson and her TechNet AdOps team are currently working to increase ads' margins and performance on campaigns by buying audiences through real-time bidding platform The Trade Desk. "Many agencies are scrambling to find the right people who have expertise in audience buying, and we already have a team in house," Polcino said. "We try to move away from the site-specific buys on TechNet and sell audiences. The key is finding the right audience for a campaign by using data that we gather from our sites and from third-party data companies and not getting hung up on what sites the campaign runs on. We don't want someone to buy an ad campaign targeting sites A, B, C and D. We'd rather they sell a campaign that targets 'laptop purchasers,' for example, and run it on sites A to Z targeting the audience using data."

Finally, Polcino said, "We are always involved in site changes to make sure that ads keep serving, and we keep making money."

For more information contact Anthony Polcino. ■

unsunghero

Margaret Dcosta

Senior Marketing Associate

IDG India

IDG India General Manager, Marketing ***Siddharth Singh*** *named Senior Marketing Associate* ***Margaret Dcosta*** *his team's Unsung Hero. "Margaret is one of the most efficient colleagues that I have worked with. She manages delivery for digital marketing services, and her job requires her to juggle multiple projects at the same time while ensuring she doesn't drop the ball. We run a lean team; a lot rests on her shoulders and so far she has done a bang-up job."*

Name
Margaret Dcosta

Home
Bangalore, India

Joined IDG
June 2013

Current title
Senior marketing associate

Primary job responsibilities
I help manage the online marketing for various projects at IDG India. This requires me to liaise with clients, coordinate with internal teams and take ownership of multiple projects to ensure their completion.

Three things I do in a day's work
- Upload content and promote client services and solutions through newsletter/asset promotions, native advertising and display units.
- Help create webinars and case studies to produce content for the website.
- Review campaign performance and update clients on the health of campaigns.

What I love most about my job
The satisfaction from a project or campaign well executed and completed is extremely rewarding. The constant learning and varied aspects of my role at IDG motivates me to give my best.

A hot-button issue that I'm dealing with on the job these days
I'm currently learning Google Analytics, as I want to upgrade my skills to analyze what works best for great content marketing.

Senior Marketing Associates **Margaret Dcosta** manages online marketing at IDG India.

Career highlight
I was awarded consecutive IDG India Outstanding Contribution Awards in 2013 and 2014.

What I'm doing to be a better employee
Keeping abreast of best practices in online marketing and having an open mind to new opportunities and challenges.

Interests outside the office
I let my creative self take over. I custom paint canvas shoes and fashion baby accessories. Weekends are spent caring for street dogs.

What others can't tell just by looking at me
I am a hard bargainer and the personal shopping buddy of choice for both family and friends.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

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Anthony Polcino *U.S. Media*
Siddharth Singh *IDG India*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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AGENDA
ANZ CIO FORUM
EMC
AGENDA

IDG Australia attracts top CIOs to successful destination event

IDG Australia's strong relationship with EMC led to it producing a well-received custom event, ANZ CIO Forum, at a five-star vineyard that featured prominent speakers.

SEE MORE ON PAGE 4

Also inside

IDG Germany extends SCORE lead-tracking tool to its consumer brands

One on one: IDG Netherlands Managing Director Maringo Vlijter

On the job: IDG Connect Digital Analyst Chamanpreet Kahlon describes her responsibilities.

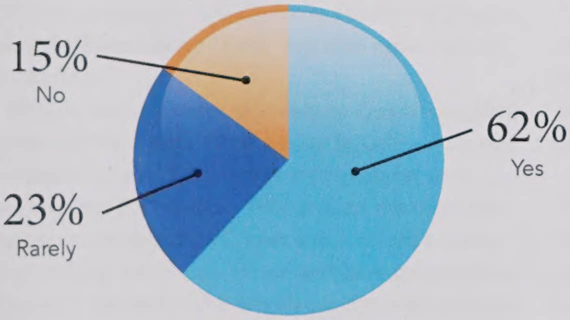
SEE MORE ON PAGE 6

Celebrating 10: Digital Media Group's Director of Digital Operations Johanna Himes marks a decade of service.

SEE MORE ON PAGE 8

Question of the week results

Do you use emojis?

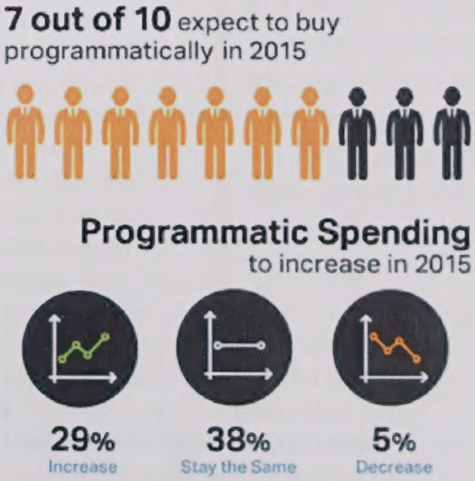


Log on to www.idgcentral.com to vote on this week's question:

How do you remember your passwords?

CLICK HERE

IDG Research Services asks tech marketers about programmatic



Source: IDG Research Tech Marketing Priorities Worldwide 2014

IDG Germany extends SCORE lead-tracking tool to consumer brands

Since its introduction in 2014, IDG Germany has seen marked success with its SCORE initiative, which, in 2015, provided more than 70 clients with highly qualified leads based on detailed, real-time tracking of user behavior on the company's BtoB sites. It's been so successful that IDG Germany recently introduced a version of SCORE for e-newsletters from its PC Welt and Macwelt consumer sites as well.

SCORE analyzes and evaluates user behavior and specific interests in real time by means of a lead-scoring algorithm. If an e-newsletter recipient reaches a set lead score for a specific product or subject, that user is identified as a hot lead. If, say, a user is investigating buying a new smartphone and reads articles and reviews and watches videos about them on IDG Germany sites, the SCORE system identifies, or scores, that user as interested in smartphones. Through an integrated marketing automation tool built as part of SCORE, that user will receive additional information on smartphones from companies that are IDG Germany SCORE-using clients, as well as other independent editorial content. User interest can be further nurtured through email and telemarketing.

The knowledge gained from the profiling process can be used for clients that want to target users with built-to-fit content as well as direct marketing activities and lead-generation campaigns. B2B campaigns using SCORE, which is based on a pay-per-lead model, showed substantially higher conversion rates — more than four times the norm — justifying a higher cost-per-lead rate for the SCORE campaigns. IDG Germany Publishing Director **Michael Beilfuss** called SCORE "big data for our clients' sales pipelines."

IDG Germany Director of Database Operations **Mirja Wagner** said the consumer version of SCORE, which was developed in four months, works within shorter timeframes than the B2B version. "We analyze the clicks from the last six months in our PC Welt and Macwelt e-newsletters, tracking readers we 'know' and have personalized data about," she said. "The timeframe is shorter because the buying process is much shorter than in B2B. For example, if you read a few articles about the new iPhone 6, then you will probably buy it in the next few days or within a month. In the B2B sector it is much different. If you're looking to install a new server architecture, you will research information about servers for months or even years."

*(L-R): IDG Tech Media Senior Key Account Manager **Christine Nestler**, IDG TechNetwork Data Services Account Manager **Marius Wolf** and IDG Tech Media Director of Database Operations **Mirja Wagner**.*

On the consumer side IDG Germany charts the topics more than 600,000 readers are clicking on, analyzing more than five million clicks in the last six months. SCORE clients can also set a specific timeframe to be analyzed. Some of the B2C keywords in the SCORE dashboard include 'iPhone,' 'Apple PC' and 'connected car' and, most recently, 'IoT.'

"We have more than 125,000 users with a high interest in a minimum of one topic," Wagner said. "We now have about 13 industry categories with 10 to 15 keywords in each."

Wagner said IDG Germany will be targeting clients such as Microsoft, BMW and Kaspersky as well as non-IT brands. "We have had a few very good discussion with different clients, and I'm convinced we will start the first campaign soon," she said. "Clients will be able to see which users are highly interested in a smartphone, for example, and will be able to send them, via IDG Germany, their smartphone promotion and know that they will reach the right target group."

> "Clients will be able to see which users are highly interested in a smartphone, for example, and will be able to send them, via IDG Germany, their smartphone promotion."
>
> *Mirja Wagner*

For more information contact Mirja Wagner. ■

OneonOne

Maringo Vlijter

IDG Netherlands

The managing director of IDG Netherlands is this week's columnist. Reach him at mvlijter@idg.nl.

> "What sets us apart from our competitors is that we truly have an omni-channel approach to help our clients with their business and marketing objectives."

Q IDG Netherlands has undergone significant restructuring in recent months in pursuit of the goal of becoming a lean data, media and services company. Can you outline some of the changes?

A In the last three months we have constantly applied five principles in decision making:

1. Does it benefit the bottom line?
2. It is customer-centric?
3. Think like a start-up and use lean principles.
4. Seek centralization efficiencies.
5. Become a flexible and mobile organization.

We have been rationalizing every element of our organization with the goal of becoming a lean organization that thinks like a start-up and is focused on sales. This meant cutting costs (US$600,000) while not making concessions on our core strength as a data, media and services company. We changed our hosting, mail, finance and sales management software partner, and we dismantled all central support departments. We also moved to a new, less expensive office building, and we let go of four people in recent months.

However, rationalizing was not only about cutting costs. We also moved our whole operation to the cloud to become a flexible and mobile organization. Moreover, we closed a $20,000 barter with a tech company to equip every IDG Netherlands employee to work anyplace, anytime and anywhere. Our 15 employees received high-end laptops, WiFi access, security software and more, and in return the vendor got to run $20,000 worth of banner advertising on our sites.

We also hired one of the top data and ad operations experts from Sanoma — **Maurice Otte** — to help us connect the dots with hard facts and behavioral data in combination with the monitoring and continuous improvement of important digital KPIs such as viewability, ad blockers and network revenue optimization. Maurice will join us on Nov. 1, and he will focus on using data from Insider (hard facts), Bluekai, our websites and third-party data from all different sources to enable an omnichannel approach in which the needs of our audiences can be clearly defined and serve as the starting point to engage with them via email, on the sites, via social media and at events.

We are also investigating with IDG Connect how best to use Eloqua software. Eloqua is one of the missing links to becoming better in web-based demand generation. There is a group of clients that has a specific interest in web-based leads. We are sharing the cost with Connect to make it operational for IDG Netherlands. We have also introduced research into the market with the help of [IDG Research Services SVP and General Manager] **Janet King** and **Karen Wilde** [VP, global product development and process management, IDG Strategic Marketing Services] as part of our services portfolio. We now do research for customers as part of a full journey or as a standalone product.

Q What changes have you made to your sales organization, and what are the reasons for them?

A In FY2015 we grew our local market sales by 8%. In 2016 we want to accelerate this growth by becoming more customer-centric, meaning talking to more stakeholders within our core client list, offering better and more services and having more local sales power in the market. We are a small organization, therefore it's important to have more focus on market pressure — more meetings with more stakeholders in one company at the highest possible level while constantly supporting these efforts with monthly client newsletters and daily social updates. Telling the story of our services portfolio really sets us apart, so all salespeople are going out in the market, including myself, and are reporting directly to me.

Q What is your current product lineup?

A We have a digital and events portfolio, and we don't do anything in print. There is one digital platform consisting of different brands with Webwereld for IT professionals, Computerworld for IT managers, CIO for CIOs and their direct reports and CXO for the line-of-business audiences. On the same platform we also have a social ITQA and a whitepaper library. We offer data, research, content, social, audience, demand generation, display and event solutions. We have two large events during the year with IT Innovationweek and the CIO Summit. What sets us apart from our competitors is that we truly have an omni-channel approach to help our clients with their business and marketing objectives. Most of the competition is just good at events or only has a site, etc. We are the journey provider looking at first-party data, research and content as a unique selling proposition to help our clients with their branding, thought leadership, conversation, demand generation and event objectives.

Q You recently held IT Innovationweek. How did it go?

A On the revenue side we did not hit our target, though we did grow revenue year over year. So on the result side it was not what we wanted. However, on the development side we made huge progress in organizing one of the largest IT events in the Nether-

continued on page 7

IDG Australia attracts top CIOs to very successful destination event on behalf of EMC

*At left front, IDG Enterprise Australia and New Zealand President and Publisher **Barbara Simon** and CIO New Zealand Editor **Divina Paredes** chat with ANZ CIO Forum attendees at the event's wine tasting.*

IDG Australia's strong relationship with EMC led to a very successful invitation-only custom event for the cloud/big data firm that attracted some of the country's top CIOs, as well as speakers from the World Bank, the Lotus Formula 1 racing team and leading analyst firms. As an added draw, last month's three-day ANZ CIO Forum was held at a five-star vineyard in the state of Victoria.

According to IDG Enterprise Australia and New Zealand President and Publisher **Barbara Simon**, EMC had traditionally produced its EMC Forum in-house. Its past event had been a full-day event for partners, customers and prospects, she said, "but they had not been successful in securing attendance from CIOs in their target accounts and approached us to see how we could assist them." On EMC's wish list was a destination event that would enable it to network with and build relationships with target CIOs and other attendees at a formal conference under the CIO Australia brand.

Simon said she stipulated that EMC needed to trust her team's understanding of what resonates with CIOs and that "IDG would have final say on venue, content, branding and theme as this was a CIO Australia event leveraging our brand." However, she said she wanted EMC to feel ownership and involvement, so Simon and her team collaborated with EMC throughout and agreed the event would be marketed as "the ANZ CIO Forum in association with EMC."

> "We were, after all, asking CIOs from leading organizations across Australia and New Zealand to give up three business days, so the agenda had to hit, and they needed to see this as an opportunity not to be missed."
>
> *Barbara Simon*

"On smaller issues I chose my battles and let EMC have a win," she said, "but in doing so made sure that the larger issues that would impact the event's success were controlled by CIO. I wanted EMC to feel it was a team effort, and I believe we achieved this based on the feedback I have from them."

This type of event was a first for EMC, Simon said. Based on IDG's partnership with them, Simon said the EMC team felt confident that putting itself in IDG's hands would deliver a great result.

"We have a great relationship with EMC," Simon said. "Account Director **Jessica Maher** works very closely with multiple layers of marketing within EMC." Maher and Simon met with EMC to discuss the initial opportunity and then built a program that would entice CIOs. Simon said she knew from the outset that the agenda and content were key to attract the 600 accounts targeted by EMC. "Strong agenda = strong attendance = strong sponsor support," she said. "We were, after all, asking CIOs from leading organizations across Australia and New Zealand to give up three business days, so the agenda had to hit, and they needed to see this as an opportunity not to be missed."

The theme of the ANZ CIO Forum was "Innovation, Leadership and Transformation" and 50 CIOs, sponsors and staff attended. According to Simon, EMC's attendance target was 30 premium CIOs, "so they were thrilled with 50. Realistically, when you are targeting the top end you need to cast the net to at least 600 to get 50. The agenda on this one made our task easier."

Simon's team built the Forum's site, designed its logo, crafted the agenda and secured such speakers as World Bank Group Leadership Advisor Mark Thompson, Merck

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ANZ CIO Forum

CIO.com.au Editor **Byron Connolly** takes a turn at the podium.

VP and CIO Phyllis Post, New Zealand Department of Internal Affairs Chief Executive and Government CIO Colin MacDonald to name a few. (The complete list of speakers can be found here.)

In order to attract such high-level speakers Simon said she included airfare and accommodation as well as speaker fees in her budget proposal to EMC, which enabled her to secure the speakers the event needed. "With the relationships we have with a number of analyst houses and leading CIOs I was able to secure unpaid speakers as well, on the understanding we would cover flights and accommodation. It was essential that we brought in a mix of industry experts and well-known leadership names," she said.

Simon and her group developed a highly relevant agenda with exceptional speakers, "which is what I needed to secure attendance from the CIOs we wanted to get," Simon said. She and her team held conference calls with EMC, the event's eight sponsors and partners and coached them in how to engage with the attendees, participate in roundtables and think tanks and position themselves on panels. "We wanted to ensure the experience for our sponsor and attendees was equally valuable," she said.

Speakers discussed the latest thinking in areas such as business innovation, IT transformation, project management and cloud computing. Roundtable and think-tank discussions covered areas such as big data, agile software development, IT and digital transformation and cybersecurity.

Simon said they opted to hold the event at the Balgownie Estate Vineyard Resort an hour from Melbourne because they were looking for a venue they could take over and that would provide a memorable experience for attendees. "Plus, we love our wine here," she said, "so we knew that would be a draw in itself." The vineyard also gave her the opportunity to try something different in terms of marketing the ANZ CIO Forum. "I had a bottle of wine delivered to the top CIOs along with an invitation to attend. We followed this up with a personal e-mail invitation from me and supplemented it with telemarketing."

CIO New Zealand Editor ***Divina Paredes*** *(back row, third from left) takes part in one of the many group discussions during the forum.*

The Forum's agenda was not all leadership talk, however. Organizers held a wine tasting on the first night of the event at which Balgownie vintners talked about the wine-making process and unique elements of their wines. Attendees could also create their own wine blends, which were judged by the winemakers, with the winning table receiving a case of wine to share. "The experience was great," Simon said. "It was almost like a team-building exercise and got people interacting and mingling."

On the second night the group went to another vineyard, Yering Station, for a dinner and a talk from Daniel Flynn, the 23-year-old Australian co-founder and managing director of ThankYou, a consumer movement that has provided clean water, food, and health and hygiene training to tens of thousands of people in nations such as Cambodia, Kenya, Haiti and India.

dimension data
ANZ CIO Forum Dinner
dimension data
ANZ CIO Forum Dinner

Dimension Data, one of seven sponsors at the event, is prominently featured atop the menu.

"What Flynn has achieved in the name of changing peoples lives and making a difference is remarkable," Simon said. "The attendees loved his presentation. It was key to supporting EMC's corporate social responsibility, a very important initiative for them."

Simon said that although her team has run far larger events, this was its first destination event. "We are working with EMC on the 2016 event already," she noted.

For more information go here or contact Barbara Simon. ■

Job Spotlight

On the job: Data Analyst

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Chamanpreet Kahlon

Title Data Analyst, IDG Connect. I started working as a data analyst at IDG Global Solutions straight out of university, where I studied financial computing. This time last year, an exciting position came up at IDG Connect. The role was new and demanding and would involve me being part of the data hub of IDG Connect. I am the first and only data analyst at IDG Connect, which I am a little proud of.

What a data analyst does Typically, data analysts will work with the data they have in all its various forms and manipulate, model and make recommendations based on the trends identified. This data, which comes from the various campaigns we run on behalf of clients, tends to be unstructured. Unstructured data tends to be more difficult to search than structured data.

The services I provide and who my customers are I spend time working behind the scenes with our Oracle Business Intelligence tool, making sure it is running smoothly for all the internal users who use this tool on a daily basis. A large focus is on the research we carry out. I work with the IDG Direct (our telemarketing division) team that collects data through branded conversations, which I am able to analyze to determine user interest in specific types of technology broken down by country. Our recent Internet of Things research revealed that 27% of the 7,000-plus respondents felt IoT would be pivotal in consumer applications such as connected homes. This research provides a deeper understanding into the state of the market and current trends. I am currently working on a wider initiative to pull all of the lead data intelligence we have about our audience from Fortune 2000 companies to analyze topic consumption, topical mindshare, which brands have generated the highest level of engagement and the depth of buying team coverage that we have by specific countries.

The services I provide have both internal and external customers. Internally, I provide relevant information to sales reps that can help get a sale completed. Externally I provide analysis to clients such as Dell, Vodafone and Citrix that have all undertaken Sonar campaigns, giving them a deeper understanding of the behavioral trends of their targeted audiences.

Chamanpreet Kahlon *has been with IDG for six years.*

The key skills required for my job An analytical and investigative mind-set for sure, knowledge of the data you are working with, business intelligence and SQL database querying skills are essential if you are to succeed. The great thing about the role that I am in is that there is always something new to learn — you never stop learning.

A typical day A typical day for me involves checking emails, running queries, working on reports internally and externally — analyzing new data sets, email testing, attending meetings and planning upcoming projects. I will now be working on projects related to the recently launched ABM360. I also tend to spend some of my time researching topics and reading up on the latest tech news.

Best part of your job There is a lot going on data-wise at the moment. The attention surrounding Big Data is thrilling — I love that there is always something to learn and that there is massive growth potential and, as corny as this sounds, I love working with the people on my team, where everyone wants you to succeed and for a company that takes a genuine interest in your career development.

Most challenging part of your job Believe it or not, I would have to say it's the data. When you have too much data, figuring out what is actually valuable to our customers and working out what adds value to any project that you are working on is the difficult part.

A recent accomplishment One thing I feel proud of was presenting my work at an offsite sales meeting, where we had senior management present. Presenting is not my thing, but I was proud of how it went.

What my colleagues would be surprised to learn about me I suppose they might be surprised to learn that I once met Bruno Mars whom I absolutely love (to the point where if he's in the U.K. I am definitely going), but I blew my one chance by telling him to tell his friend Phil that I thought he (Phil) was good looking! #epicfail *(To see a photo of Chamanpreet with Bruno Mars, see this article on IDG Central.)*

noteworthypeople

Promotions

Mayor

Computerworld Features Editor **Tracy Mayor** is now senior features editor. "Tracy is an extraordinarily skilled, conscientious and hard-working editor, applying her high standards to projects ranging from single feature stories to our flagship Best Places to Work in IT special report," said Managing Editor, Features **Val Potter**. "A big-picture thinker with a knack for spotting emerging business technology trends, Tracy is legendary among Computerworld editors for being a deep font of creative story ideas and for turning those ideas into top-notch features perfectly tuned to our audience. Never satisfied with 'good enough,' she continually looks for ways to improve, expand and promote Computerworld's content. For example, when IDG Enterprise editors were asked to boost our video content earlier this year, Tracy led the charge for Computerworld, acting as video cheerleader and co-ordinator to ensure that we met — and exceeded — our video output goals. And her above-and-beyond outreach efforts through social media and email on behalf of the 2015 Best Places report resulted in strong traffic numbers and 2,000 valuable Insider registrations." tmayor@computerworld.com

Send Noteworthy information to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Duane Hampson *U.S. Media*

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Steve Pelosi *IDG Corporate Services Group*

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Sean Weglage *U.S. Media*

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Andrew Glassock *IDG Australia*
Masaaki Moriyama *IDC Japan*

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James Eibisch *IDC U.K.*

14
Phil Sargeant *IDC U.K.*

13
Elissa Simpson *IDC U.K.*
Erik Hofslagare *IDG Sweden*

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Tommy Cheung *IT World Canada*
Patrick Kenney *IDG International Publishing Services*

11
Matt Goebel *U.S. Media*
Matt Wintringham *U.S. Media*

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Juliet Truscott *IDG Global Solutions*

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Nick Barber *IDG News Service*

6
Matt Anderson *IDG Strategic Marketing Services*
Kristin Dacey *U.S. Media*

5
Thomas Murphy *IDG List Services Group*
Oscar Guzman *IDC Mexico*

4
Lauren Kirchberger *IDG Corporate Marketing*
Rebecca Merrett *IDG Australia*

3
Sabine Henschel *IDC Germany*
Daniyar Mustafinov *IDC Kazakhstan*
Johanna Bennysson *IDG Sweden*

2
Lina Roman *IDC U.K.*
Meghan Kennelly *CIO Executive Council*
Luciano Ramos *IDC Brazil*
Ivan Maldonado *IDC Mexico*

1
David Yin *IT World Canada*
Alba Balla *IDC Italy*
Simone Bolten *IDC Netherlands*
Jerinomo Piña *IDC Mexico*

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One on One

lands. We had more than 800 people present at the two main events during Innovationweek. There were several other side events in the same week, and the objective is to get the market momentum and next year there will be even more events taking place in the same week. On Sept. 23 we organized a new event called ITSmart Cities — the first event in the Netherlands for CIOs and IT leaders from city governments. We did this together with the European Commission and the cities of Amersfoort and Utrecht.

On IT Innovationday, held Sept. 24, 60% of people were IT directors and business managers. Sponsors and attendees were really excited so this promises to be bigger and better for the next edition. Also, more than 30 clients were present to see our capabilities at work. We are now discussing cooperating with IDC for ITSmart Cities to make it a more European-focused event. The feedback from clients as well as from visitors that participated was an A!

Q Can you talk about your efforts to get/stay close to customers?

A We are pushing on ensuring we have the right long-tail model using a new monthly newsletter called Data, Media & Services Developments to inform our customers about new developments in these areas. Also, we launched an IDG Netherlands LinkedIn services group for our clients and our prospects posting weekly for our core target advertising clients. We need more points of contact with our clients, and we need to ensure we establish our position as the thought leader. This is what we are constantly focused on doing for our clients but sometimes forget to do for ourselves!

Also, I am going out more often with our salespeople to our larger potential clients to tell our story and to learn more about their specific needs. For example, in October I will have visited the majority of our top 20 clients and potential clients to explain where we are going with IDG and IDG Netherlands.

Q What are the biggest challenges facing IDG Netherlands in FY16?

A We need to run the operation with fewer people, and we need to make sure the operation runs lean and well. We do not have an HR, IT or a large finance department, so these functions must be done by the team. Also, we have very ambitious revenue growth goals for this year.

Q What will be your main areas of focus over the coming months?

A First, ensuring that the IDG Netherlands operation runs well, that we are aligned with all the things that are happening internationally. My team of 15 people has done a tremendous job dealing with this hectic period. Without their dedication, professionalism and focus we would have never been able to deal with so many different things: moving to a new office, moving the whole back office to the Cloud, executing two events for 800 people, taking over more responsibilities of the Finance and HR department — all within a period of two months. These are the people that have made our transformation happen before the beginning our new fiscal year. How we work together as a team is our strength, but there is no room to lose concentration. Our most important task is ensuring that we continue to go in the right direction with our topline revenue and ensure we are out in the market getting the revenue in. ■

celebrating10

Johanna Himes

Director of Digital Operations

Digital Media Group

Home
Wellesley, Mass.

Joined IDG
Nov. 17, 2004

Career path since joining IDG

I started as a web developer for Computerworld; then I moved over to project management when we merged with CXO Media. After I had my first child, I wanted a reduced schedule, and my boss was in the process of spinning up a Quality Assurance department in the online group and asked if I wanted to run it on a part-time basis. So I transitioned to being a QA engineer for a few years. When InfoWorld was embarking on a redesign of its site in 2009, we were short-staffed in the area of project management, so my manager asked if I would take that on, along with my other QA responsibilities. I said yes, and it was only a matter of time before I transitioned back to full-time project management. I now lead that team within the Digital Media Group.

Three things I do in a day's work

- Schedule lots of meetings for the projects I'm working on.
- Make sure project milestones and deadlines are being met.
- Make sure there are no blockers for folks on my projects, and, if there are, do what I can to unblock them.

Best part of your job

My DMG team; it's a great group of folks to work with everyday.

Job perk

I'd say a Soda Stream in the Kitchen but Gregg (Pinsky) hasn't caved and gotten us one yet; maybe if it's published in the Update he will!

Career highlight

My biggest accomplishment has been leading the project management of the largest online project IDG has done (I think), which was Project Scale. We redesigned all of the IDGE websites, moved them all to a single content management platform, and even snuck in a brand new site (Greenbot). It consumed my life for over two years. I learned a lot from it, not only technically, but also about myself and what I am capable of. It was also the most challenging and rewarding project I have ever done.

JOE MOLA

*Director of digital operations for the Digital Media Group, **Johanna Himes**' retirement dreams include owning a small vineyard in California.*

What's kept you at IDG for 10 years?

The people first and foremost, I work on a great team with very smart, talented and sometimes funny people. The other reason I've stayed this long is that it has been a different company every two years that I have worked here. That keeps things fresh and exciting for me. I love change and challenges, and IDG has certainly provided that for me.

Best compliment you've received on your work?

At the end of Project Scale, one of my colleagues said to me that the project wouldn't have been possible without my involvement. That really meant a lot to me, since I had just spent the last two to three years only focused on that project.

One thing you've learned during your time at IDG

Anything can happen here, and you have to be open to the possibilities/opportunities.

What others can't tell just by looking at you

I am *very* competitive when playing games, but I never cheat!

Fantasy job

My fantasy job would be a movie director or award-winning chef.

Manager's profile

"Johanna is a key asset to the DMG and IDG. She knows how to get what she needs from everyone and is a master at managing both up and down. Johanna is integral to our success, and I have enjoyed partnering with her on everything we do."

Gregg Pinsky, SVP, GM Digital Media Group

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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Mirja Wagner *IDG Germany*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG's global tech, media, data, services story featured at dmexco

IDG Germany returned to Germany's largest digital expo for the first time since 2012 with a new booth and a new message for the 43,000 attendees who flocked to this year's event.

SEE MORE ON PAGE 2

Also inside

IGS EMEA partners with IDG Connect, IDG Direct to become Cisco's No. 1 lead partner

One on one: IDC China Managing Director Kitty Fok

IDC's Saudi Arabia CIO Summit features vertical tracks

IDC Japan President Masato Takeuchi writes Japan's first book on market intelligence.

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Unsung Hero: Sarah Stokes, SMS head of program management, client success, is this week's nominee.

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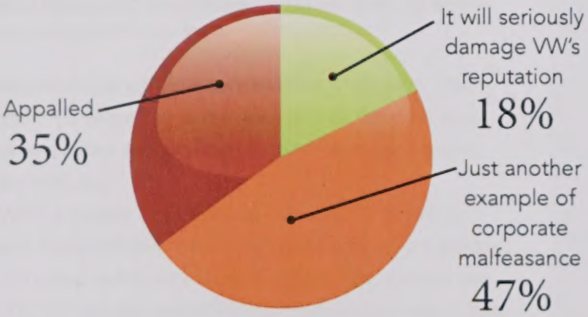
Question of the week results

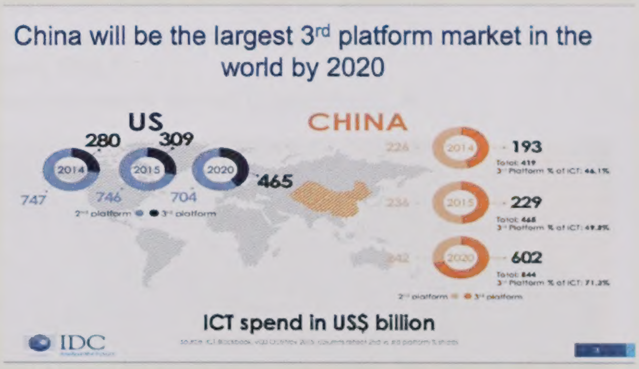
How do you feel about the Volkswagen clean emissions scandal?



Log on to www.idgcentral.com to vote on this week's question:

Do you use emojis?

CLICK HERE



China will be the largest 3rd platform market in the world by 2020

ICT spend in US$ billion

IDC's Kitty Fok describes China's burgeoning IT market.

SEE MORE ON PAGE 3

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets employees share a little slice of life at the office, at an event, an offsite, a staff meeting, etc. Send the photo with a short description to idgcentral@idg.com.

IDG Germany tells global tech media, data, services story at dmexco

IDG Germany returned to Germany's largest digital expo — dmexco — for the first time since 2012 with a new booth and a new message for the more than 43,000 attendees. The booth, designed by Director, Program Design and New Business **Karsten Linde** and sporting signage proclaiming IDG the world's leading technology media, data and services company, served as the backdrop for numerous meetings with many of IDG's most important clients including Microsoft, Asus and Bitdefender as well as agencies such as Vivaki and Ogilvy.

"dmexco offers us a great opportunity to get in touch with relevant target groups in order to present them our new digital strategy and to discuss the digital issues they face every day," said **Stefan Wattendorff**, director, sales and account management, for IDG Tech Media and TechNetwork. "Furthermore, we used the opportunity to meet with many of our clients and partners to build up new cooperative programs. Our mission is to empower and lead them to the next level, and dmexco was the perfect place to start the journey forward with us."

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*L-R: **Stefan Wattendorff**, **Verena Manlig** and **Marius Wolf**, IDG TechNetwork data services account manager.*

With a theme of "Bridging Worlds," this year's dmexco featured more than 500 speakers on six stages and attracted exhibitors from 90 countries, spread out over 75,000 square meters in four exhibition halls. Companies such as Google, Amazon and Microsoft came to Cologne to present their latest business solutions. Of the 43,000 attendees (up from 32,000 in 2014), approximately one-third were from outside Germany.

Noted **Verena Manlig**, network manager, TechNetwork, who coordinated IDG Germany's booth, "The first day was really overwhelming for us with so many visitors at our booth. With our new claim and strategic alignment, we presented IDG as a powerful and very innovative full-service digital provider able to empower our clients. We had 15 colleagues from IDG Germany presenting cutting-edge business solutions to the current and prospective clients who visited our booth. The work was worth it, and we are looking forward to being part of dmexco 2016."

For more information, contact Verena Manlig. ■

REACHING
280 MILLION TECH BUYERS
IN 97 COUNTRIES
THINK TECH. THINK IDG.

*IDG Germany staff take a break with representatives from DWA, a media marketing agency that often works locally and internationally on various IDG client campaigns. From left: **Carla Schäfer**, key account manager, IDG Business Media; Marina Solovyeva, DWA Media; **Selina Alecu de Flers**, senior account manager, IDG Business Media; Susanne Neidig, DWA Media; Thomas Biedermann, DWA Media; **Aysen Demir**, account manager international sales, IDG Business Media.*

IDG
IDG COMMUNICATIONS MEDIA AG
280 MILLION TECH BUYERS
IN
97 COUNTRIES
THE WORLD'S LEADING TECHNOLOGY MEDIA DATA AND SERVICES COMPANY

IDG Germany took every opportunity — and much of its booth's wall space — to tell the new IDG story at dmexco.

OneonOne

Kitty Fok

IDC China

The managing director of IDC China is this week's columnist. Reach her at kfok@idc.com.

> "Although the market is slower than before, the size of the Chinese market is still remarkable at US$431 billion, and it is the second largest IT market in the world in 2015."

Q What is the state of the IT market in China today, and which areas are growing the fastest?

A The IT market in China is expected to grow at 7.8% in 2015 compared to 11.8% in 2014. Growth in 2015 is slower than before due to the combined result of: 1) various campaigns from the Chinese government such as anti-corruption campaigns and state-owned enterprise reform; 2) slowdown of the global economy, which has a major impact on exports and 3) consumer device penetration into China was very fast (especially smartphones for young adults) but is nearly saturated with a 40% contribution to total IT spending and is now expected to only have 2% to 3% growth in unit shipments.

Having said that, although the market is slower than before, the size of the Chinese market is still remarkable at US$431 billion, and it is the second largest IT market in the world in 2015. Although China's IT spending is still a distance from the U.S., it is 55% bigger than Japan's at $278 billion, which is the third largest IT market.

Beijing alone is bigger than Belgium's IT market (ranked 23 in global IT markets) spending in 2015. In terms of smart connected devices shipments, Guangdong is bigger than the U.K. market.

In fact, by 2020, although the total ICT market size in the U.S. is still expected to be bigger than China's, China is expected to have outgrown the U.S. in 3rd Platform- (cloud computer, big data, mobility, social business) related ICT spending. The China market is important not only because of the size but also because of the speed at which it adopts the latest technology trends and the corresponding impact on a much larger group of people.

Q How has the slowdown of the Chinese economy affected local, and foreign, IT companies in operating in China?

A The slowdown of the Chinese economy has had a bigger impact on traditional IT companies that are more dependent on government or state-owned enterprises (SOE) projects. The traditional manufacturing industry is also being hit quite badly. In addition, with the government's "Secure and Controllable" initiative (more on that later in this column), the government and SOEs prefer to use solutions from local brands. Multi-national corporations (MNCs), especially U.S. companies, are under tremendous pressure. The China market is going through a transformation, with the 12th Five-Year Plan about to end this year. The 13th Five-Year Plan beginning next year will highly leverage information technology to ensure efficient, effective and competitive performance with respect to the global market. Overall, the economy in terms of GDP may not pick up very quickly, but the demand of commercial IT will have large growth. That growth will come from emerging technologies that IDC has named the Four Pillars (cloud computing, big data, mobility and social business); Six Accelerators (robotics, 3D printing, natural interface, IoT, cognitive system, next-generation security) and the government's key initiatives (Seven Infrastructure Projects, Smart City, Made in China 2025, Internet+, One Belt/One Road, Secure & Controllable; see more detail on those later in this column). IDC China has named this the 4+6+6 strategies, and we believe they will be the key game changers in the next five years in China.

MNCs are also beginning to understand the new business model required to run their business in China. Some, such as Cisco and Dell, have announced major investment plans in China. HP has completed a major joint venture with Unis to set up the new H3C brand in China. At the same time, the consumer market will change from being heavily hardware dependent to a solution/services market.

In my opinion, China is more than just a large domestic market that will continue to have reasonable growth in term of IT spending, but in addition with the fast pace of new technology innovation, there will be an increase in new technology development in China that will influence the future global market.

Q What is the state of the mobile phone market in China?

A Smartphone shipments in 2015 are expected to end with only 1% growth compared with 20% growth in 2014. We are talking about 424 million shipments of smartphones every year, which is 2.6 times more than the shipments in U.S. Guangdong Province alone is shipping more smartphones than the U.K., which is the fifth largest smartphone market in the world. The penetration of smartphones is estimated to be around 800 million, which is 62% penetration nationwide, with much higher penetration in the top tier cities.

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IDG Global Solutions EMEA partners with IDG Connect, IDG Direct to become Cisco's No. 1 lead partner

At a meeting with Cisco's demand generation team in February, **Christian Drake**, commercial director, IDG Global Solutions EMEA, learned that IDG ranked third behind TechTarget and CBSi in terms of converted sales leads. "As we all know, the lead generation market has become a highly commoditized business," Drake said. "With literally dozens of potential suppliers of standard demand generation — from media owners to telemarketing agencies — it can be difficult to stand out from the crowd or achieve any product differentiation."

TechTarget had managed to achieve a degree of differentiation with its Deal Alert product, which had proved successful with conversions, Drake said. In addition, they were closely measuring every BANT lead (leads with an identified Budget, Authority, Need and Timeline) from receipt to its hoped-for conversion.

Following that meeting, Drake and his team went to work determined to replace TechTarget as Cisco EMEA's number one provider of convertible leads. "Our mission was two-fold — to achieve differentiation with our Sonar product as well as increase conversions on the BANT delivery to drive us upward to become Cisco EMEA's first-place partner."

So what did they do? First, the IGS sales team, led by Drake, joined forces with IDG Connect International Managing Director **Matt Smith** and the team at IDG Direct. "By working closely with Cisco's own call center operatives and their sales teams we made changes to the script used by our colleagues at IDG Direct to ensure that all BANT leads were reaching Cisco with the most valuable information for their follow up," Smith said. "This meant changing the questions that our call center staff were asking in their branded conversations with prospective customers. Our scripts changed so we were not just trying to understand the type of project the contact was involved with, but why the project was so important to their business and what the most critical aspects were."

Smith said the IDG Direct staff captured verbatim comments from each contact, which allowed Cisco's sales reps and call center agents to leverage this information for their follow-up and position Cisco's solutions accordingly.

The changes to the BANT campaign resulted in an improvement of 250% on the conversion rates that Cisco was experiencing with IDG leads, said Drake.

IDG Global Solutions EMEA Commercial Director ***Christian Drake.***

Secondly, IGS committed to a series of meetings with Cisco's EMEA marketing and sales teams. Again, this sales process was led by Drake and supported by Smith. "As the Sonar leads were going to be handed directly to salespeople rather than nurtured through Cisco's lead intelligence platform, it was critical that we got the sales teams to fully understand what Sonar provides (and what it doesn't) as well as share best practices on lead follow-up," Drake said. After several meetings, calls and negotiations over a three-month period Drake said IGS got its first Sonar product test in August for Cisco's mobility and collaboration products. "The results and feedback were fantastic — Cisco has closed over $400,000 in business already from their Sonar test with an investment

> "The results and feedback were fantastic — Cisco has closed over $400,000 in business already from their Sonar test with an investment of $80,000. A 5:1 return on their investment!"
>
> *Christian Drake*

continued on page 5

continued from page 4

Cisco lead gen

of $80,000. A 5:1 return on their investment!" Drake said.

As part of the Sonar project, IGS also committed to content assessments for two product areas: Mobility and Mobility in the Branch. Content assessments gauge how a client's content maps against a buying cycle and how each individual asset fits into the sales journey. Through doing this it reveals gaps in the content suite and suggests how existing information can be repurposed or where new content needs to be created. These were led by **Bob Johnson**, VP Engagement Optimization at IDG Connect, "and again, the feedback from Cisco has been absolutely fantastic," Drake said. "We really feel that the content assessments helped us to get much closer to understanding Cisco's overall content strategy and their desired audience and helped us make recommendations within their content suite. Cisco has said to us that these recommendations will make a significant difference to how they approach their content strategy."

"It all comes down to driving better content alignment with organizational needs and greater relevance of assets you choose to use for individual buyers," noted Johnson. "To assess a set of assets and profile them against a set of attributes enables marked improvement to make that happen."

Last month, Drake said, they received confirmation that their efforts had been successful. "In September, Cisco told us that our improved delivery focus has led to IDG now becoming Cisco's number one performing lead gen partner in EMEA. Several months of our increased sales focus with this customer has paid off . . . and now further hard work begins to retain our leading position!"

For more information, contact Christian Drake. ■

IDC executive authors Japan's first book on market intelligence

IDC Japan President **Masato Takeuchi** has written the first book to be published on market intelligence in Japan. *A Theory of Market Intelligence* will be available in bookstores throughout the country in mid-October and on Amazon.co.jp. Four hundred copies of the 160-page Japanese-language book have been distributed to top executives of IDC's technology vendor clients and other IT-related companies.

Takeuchi

The book defines market intelligence as the process of supporting executives' decision making through insight and forecast, systematically and comprehensively collecting and analyzing the date regarding a specific market situation.

Write to Masato Takeuchi. ■

IDC's Saudi Arabia CIO Summit introduces vertical-focused tracks

IDC
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Where IT meets Business
#IDCSAUDICIO
Schneider
VISION

(L-R): Group VP and Regional Director, IDC MEA &Turkey ***Jyoti Lalchandani*** *moderates a panel with Mike Shaw (HP), Bakeer Alturki (Saudi Post) and Taha Tkito (Panda Group).*

IDC expects ICT spending in Saudi Arabia to surpass the US$36 billion mark this year, as organizations increase investments in emerging technologies such as cloud, mobility, big data analytics and the Internet of Things. Those areas of focus were among many covered in last month's Saudi Arabia CIO Summit, which drew 169 CIOs, technology decision makers and government advisors from across the Kingdom to discuss the theme "Where IT Meets Business."

The IDC conference team introduced more opportunities for IDC branding at the event than ever before, including a digital podium with rotating sponsor logos.

IDC presenters and workshop leaders included **Abdulaziz Al-Helayyil**, regional director for Saudi Arabia, Kuwait, and Bahrain; **Jyoti Lalchandani**, group VP and regional director, IDC MEA &Turkey; **Mike Rosen**, research VP, Strategic Architecture, CIO Agenda; **Stephen Elliot**, VP, IT Infrastructure and Cloud; **Serge Findling**, VP/Research, IT Executive Programs and the CIO Agenda program; **Hamza Naqshbandi**, senior research manager, IT Services, Middle East & Africa, Turkey; **Erik Berggren**, VP/Research, IT Executive Programs and the CIO Agenda program; **Massimiliano Claps**, research director, EMEA/IDC Government Insights and **Olivier Schaller**, associate VP, IT Executive Programs, Middle East.

For the first time, the event expanded to a two-day program and included a series of vertical-focused tracks with the spotlight on the Kingdom's government, banking and finance and energy sectors, as well as on the need for organizations of all kinds to embrace digital technology.

As with other CIO Summits in the region this year, attendees could sign up for complimentary workshops to learn more about IDC's IT Executive Programs, which are geared to helping IT executives make more effective technology decisions.

Write to IDC MEA & Turkey Senior Conference Manager Sughand Tolani. ■

noteworthypeople

Promotions

Hodge

CIO.com Associate Online Editor **Sheryl HodgeOh** as been promoted to senior associate editor. "Simply stated, the CIO.com editorial team relies heavily on Sheryl every day, and her consistent dedication has earned her the respect of her peers," said CIO.com Editor-in-chief **Dan Muse**. "From creating and posting slideshows, to finding and prepping images to helping with various special projects, to editing freelancers, Sheryl is fast, accurate and always thirsty for more. Most recently, Sheryl has played an integral role managing our IDG Contributor Network (ICN) bloggers. She not only ensures their posts are correctly formatted and that the copy is clean, she recently began working with her ICN bloggers to create slideshows and promote their posts. The results of Sheryl's efforts are showing in significant ICN traffic on CIO.com." shodge@cio.com

Florentine

Previously a staff writer with **CIO.com**, **Sharon Florentine** has been promoted to senior writer. "Sharon joined CIO.com in 2013 and quickly became one of our top traffic generators," Muse said. "More importantly, Sharon brings strong reporting skills and a broad knowledge of the technology market, which she puts to great use in her IT careers and skills articles and slideshows. Sharon is always looking for ways to grow her beat, and she has a knack for coming up with interesting and engaging topics. For example, her coverage of diversity and gender-equality in the workplace helps set CIO.com apart from its competitors. We count on Sharon for a high volume of high-quality content, and she always delivers." sflorentine@cio.com

JOE MOLA
D'Aquila

IDG Digital Media Group (DMG) Lead Front-End Developer **Valerie D'Aquila** has been promoted to manager of front-end development. "Valerie led the front-end development efforts on several important projects over the past couple years, including the Computerworld redesign, IDG Answers, IDG.tv, and the recent initiative to revamp the video presence on all our U.S. Media websites," said U.S. Media Software Engineering Manager **Byron Halbower**. "Valerie is often recognized for her willingness to go out of her way to answer questions and help other developers with their work. This past year she has taken on more of a leadership role by taking over as facilitator of our team meetings and spearheading initiatives like our quarterly developer challenge." vdaquila@idgenterprise.com

JOE MOLA
Fracalossi

IDG DMG Associate Web Producer **Lise Fracalossi** has been promoted to senior front-end developer. "Lise worked on several tactical projects this past year, including two recent DEMO Traction live events and Best Places 2015, and she recently implemented a new native ad solution for the IDG Enterprise and CSMB sites," Halbower said. "Because of Lise's excellent problem-solving skills, she is often called upon to fix urgent ad-related issues and has a great track record of solving the problems quickly, minimizing the impact on revenue." lfracalossi@idgenterprise.com

JOE MOLA
Cumming

IDG DMG Associate Web Producer **Trever Cumming** has been promoted to front-end developer. "Trever delivered an improved, responsive, SEO-friendly, Computerworld Salary Survey Map for 2015 and was part of the development team that brought ITNews onto our new platform," Halbower said. "Trever has a real talent for producing web-ready pages that match the mockup from the DMG designers perfectly. He often goes way out of his way to make sure that the user experience is the best it can be by taking the initiative to go above and beyond what is being asked of him." tcumming@idgenterprise.com

JOE MOLA
Ailawadi

IDG DMG Java Developer **Piyush Ailawadi** is now senior software engineer. "Piyush has been integral to the success of multiple projects based in our Apollo (Java/Struts) and REG (Java/Spring) frameworks," said U.S. Media Software Engineering Manager **Kate Davis**. "His growth in Java has been exceptional, and his enthusiasm for Big Data solutions has prompted him to learn new technologies, which include Spring Data, Cassandra, Storm and Hadoop. He was a key developer on the Bluekai Data Collection project, which resulted in a 323% increase in names collected by Bluekai. Piyush not only took ownership of MASH, our user database API, but he dramatically improved performance of the application by optimizing and refactoring the code as he worked. Piyush is a sharp engineer with an eagerness to learn and a willingness to help others. He is a huge asset to our team." pailawadi@idgenterprise.com

New employees

Mahan

Mike Mahan joins **IDC California** as a sales director. Previously VP, sales with Network Video Technologies he also has 15 years of experience in the market research industry with Dataquest/Gartner, Intelliquest, RHK and the Yankee Group. He holds a B.A. in business administration from Butler University in Indianapolis, Ind., and enjoys endurance cycling, masters swimming, skiing and backpacking. mmahan@idc.com

PETER SHORT
Chandarasanti

New at **IDC Framingham** is **Viranart Chandarasanti** who joins the Disk Storage Systems Tracker team as a research analyst. He was previously a project coordinator at Harvard University's Center for Education Policy Research. A graduate of the University of Massachusetts/Amherst he earned a double major in economics and statistics. He enjoys travel — visiting Thailand yearly — and time spent at the beach. vchandarasanti@idc.com

Moore

IDG Communications has hired **Deanna Moore** as a database marketing specialist. Previously a customer support representative with software company Brainshark, she holds a B.S. in business administration with a minor in consumer studies from Framingham (Mass.) State University. Away from her desk she enjoys reading, movies and trying to stay active. dmoore@idgcommunications.com

PETER SHORT
Wright

Previously an associate researcher with The Boston Consulting Group, **Adam Wright** joins **IDC Framingham** as senior research analyst, IoT. He holds a B.A. in political science from the University of Queensland in Brisbane, Australia, as well as a master of public policy degree from Washington, D.C.'s Georgetown University. He enjoys reading about science and philosophy and playing golf. Originally from Australia, he became a U.S. citizen in 2013. awright@idc.com.

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One on One

The demand for smartphones is extremely high due to the improvement in the 4G network, more affordable pricing from local brands and the Internet+ initiative, which aims to leverage the Internet to create more industry innovations and job opportunities. One example is the mobile app service from Didi (a private car/taxi hailing app similar to Uber); within a short period of time, all taxi drivers/private car drivers will need a smartphone, and customers will need phones not only to book rides but to take advantage of coupons Didi offers through its app.

For a market with close to a half million annual shipments, replacements will still create a lot of opportunities. With the Internet+ initiative, a smartphone in China is not just a phone but a device for people's work. Moving forward, it will be an entertainment center, education center, health-care center,. etc. It is not just a pricing game, as some users who replace their phones are looking for premium quality, and Huawai, for example, has managed to penetrate into the premium phone category.

IDC expects the average selling price for smartphones will have room to go up, which brings different opportunities beyond the low-margin volume market that exists now.

Q How will the Chinese government's next Five-Year Plan affect IT?

A China is moving to a "new normal" economy; we are not expecting double-digit growth anymore but a transformation to ensure China remain healthy and competitive. IDC China has identified six initiatives that will be the key drivers for the 13th Five-Year Plan and highly dependent on IT:

- Seven Infrastructure

The government is keen to build a bigger infrastructure in China in order for further growth of the market, and seven infrastructure projects have been named: Healthcare & Aged Care; Broadband & Power Grid; Green; Transportation; New Energy; Mining, Oil & Gas; and Food & Water Safety.

- Smart Cities

Three major government ministries (Ministry of Industry and Information Technology, National Development and Reform Commission and the Ministry of Housing and Urban-Rural Development) are working on the standard, focus and objectives for Smart Cities development, and more than 600 cities are involved. The five goals for building smart cities are: Urban Reform & Innovation; Smart Industries; Next Generation Infrastructure; Humanities, Environment & Life, and Strengthening Government Management. Smart City planning is very critical for the whole urbanization plan.

- Made in China 2025

China is facing competition in terms of manufacturing hubs from the U.S. (Digital Industry) and Germany (Industry 4.0) for automation efficiency and from India (Make in India campaign) for lower labor costs. China has to build its strength by leveraging IT to ensure it remains competitive within the manufacturing industry. China has listed 10 key sub-industries to be the focus over the next 10 years.

- Internet+

The whole idea of Internet+ is to leverage the Internet to create more industry innovations and job opportunities. It is the most effective way to increase e-commerce spending and coverage in a geographically large market. In fact, more Internet+ companies are providing intensive training to offline services providers in order to ensure quality. This initiative helps the government create job opportunities, provide better coverage in different part of China and give training to build up the services level. With the number of online customers growing quickly, the technology to handle the transactions, security, analytics, etc., needs to be redesigned.

- One Belt/One Road

This refers to the old Silk Road Economic Belt and the 21st-Century Maritime Silk Road. The Chinese government is referring to the path of success in the past and starting to see local companies become globalized. The Asian Infrastructure Investment Bank has been set up for this initiative.

- Secure & Controllable

It is not just about cyber security but, in fact, all security is a concern. Because of the security issue, the government is encouraging state-owned enterprises to use Chinese brands, and it is asking MNCs to increase their R&D within China. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17
Mark Anderson *U.S. Media*

15
Amy Bennett *U.S. Media*
Matika Angkatavanich *IDG Global Solutions*
Alexandra Heymowska *IDG Sweden*
Jenny Elmqvist *IDG Sweden*
Mike Hyjek *IDC Canada*

14
Barbara Cambieri *IDC Italy*
Erik Klefbom *IDG Sweden*

12
Federico Amprimo *IDC Peru*

10
Monique Caron *U.S. Media*

9
Martin Svitek *IDC Singapore*
Andrew Siozon *IDG Sweden*
Shunsuke Miyoshi *IDC Japan*

8
Joe Altria *IDG Global Solutions*

7
Stephani Crossland *U.S. Media*
Esther Hurtado *IDC Spain*

4
Deena Essa *IDG U.K.*
Mark Alexander Schulte *IDC Germany*
Felix Drougge *IDG Sweden*
Joanna Jung *IDG Poland*

3
Matt O'Connell *IDG Strategic Marketing Services*
Carolin Beck *IDG Germany*

2
Nick Oleskiw *IDG U.K.*
Martin Unger *IDG Germany*

1
Devari Green Irenne *IDG Tech Services Group*
Fabio Martinelli *IDC Brazil*

unsunghero

Sarah Stokes

Head of Program Management, Client Success

IDG Strategic Marketing Services

IDG Strategic Marketing Services (SMS) VP, Global Product Development and Process Management ***Karen Wilde*** *named Head of Program Management, Client Success* ***Sarah Stokes*** *her team's Unsung Hero. "Sarah has continued to prove herself to be an invaluable member of our team. She is the head of our Project Management team of 11 and responsible for all that comes with delivering a world-class customer experience. She has made significant improvements to the project management role, enhanced our internal/external customer experience and made drastic improvements in forecasting accuracy."*

Sarah Stokes *started with IDG SMS in January as a contract employee.*

Name
Sarah Stokes

Home
Tampa, Fla.

Title
Head of Program Management, Client Success

Primary job responsibilities
The Program Management team is responsible for providing an outstanding client experience as well as ensuring we drive profit for our company. While my role is multi-faceted, my focus is to enable the team to deliver on this promise, exceed expectations and drive excellence at every point in the process. The current spotlight is on improving our operations to enable our team to deliver consistently.

Three things I do in a day's work
- Collaborate with my VP Karen Wilde on our ongoing initiative for improvements. We have a number of focus areas in development to benefit the business as well as troubleshooting some of the more day-to-day challenges.
- Consult with my team directors who offer insight and context on our clients, programs, challenges and progress of team initiatives.
- Monitor and consolidate revenues for our weekly forecast.

What I love most about my job
Working with bright and passionate people. I also love a good challenge, and being able to introduce positive change to make a difference to the business and people I work with.

Latest accomplishment
I'm proud to have been just one part of the team that developed and rolled out a forecasting solution for the SMS U.S. business. This was a sizeable endeavor, and the team worked through the complexities of the requirements with persistence and creativity.

Career highlight
Being a mobile-expert panelist at the Global Product Line Meeting in Dublin, Ireland. It was a great opportunity to meet more IDG team members, and I enjoyed the sparky debate!

Interests outside the office
We have two young children who keep us extremely busy. I also love to run; it's a source of relaxation and meditation. My family frequently tells me to go for a run when they feel my stress levels are too high.

What others can't tell just by looking at me
While we live in Florida, I was born and raised in rural England, and my husband is South African. As a result our family has a mishmash of accents, and it can make it difficult for people to place us.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Kirk Campbell *IDC*
Christian Drake *IDG Global Solutions*
Kitty Fok *IDC China*
Karsten Linde *IDG Germany*
Verena Manlig *IDG Germany*
Sarah Stokes *IDG Strategic Marketing Solutions*
Sughand Tolani *IDC MEA*
Mirja Wagner *IDG Germany*
Karen Wilde *IDG Strategic Marketing Solutions*

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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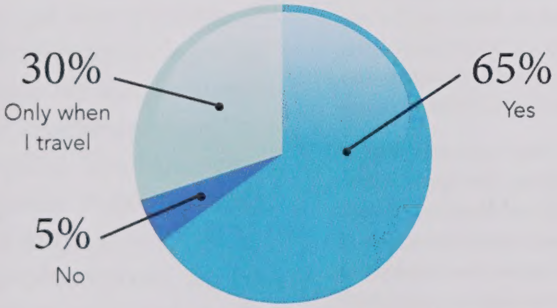
IDGE's CDW campaign wins min's Total Integrated Program award

Now in its second year, the Executive Summit series, sponsored by CDW, features an ongoing series of unique, high-end event experiences supported by ongoing content curation across a range of IDGE channels.

SEE MORE ON PAGE 3

Question of the week results

Do you use your phone as an alarm clock?



Log on to www.idgcentral.com to vote on this week's question:

How do you feel about Volkswagen's emissions software scandal?

CLICK HERE

Also inside

One on One: IDG U.K. Editorial Director Matt Egan

Meet the newest members of the IDG Corporate Marketing team

And the winners are...

The votes have been tallied and here are the top two winning photos. In first place is Donald Jin's (IDC) Horseshoe Canyon and in second, Victor Lim's (IDC) Sunset Tree.

SEE MORE ON PAGE 7

See the news summary on IDG Central

The daily news summary is produced by IDG Corporate Marketing and provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry. You can view the News Summary on IDG Central's Press Summary section or request to be added to the distribution list by contacting Colleen Barry. Recent news items include:

The Generational Shift Comes to Digital Journalism (MediaShift)

To Compete with Facebook and Google, Publishers Step Up Their Ad-targeting Game (Digiday)

Everything You Need to Know About Programmatic (The Drum)

Adblock Plus to Allow Independent Board to Decide Which Ads Are 'Acceptable' (The Wall Street Journal)

Twitter Makes 'Buy' Button Widely Available (The New York Times)

How Millennials Get News: Paying for content (American Press Institute)

Ad Blocking – Unlike Fraud – Comes At The User's Behest (AdExchanger)

Beware the Bots: Some Best Practices to Combat the Fraudulent Traffic Industry (NiemanLab)

How Six Publishers Digest the News for Readers (NiemanLab)

OneonOne

Matt Egan

IDG U.K.

The editorial director of IDG U.K. is this week's columnist. Reach him at matt_egan@idg.co.uk.

"The old model of covering news beats to make sure a reader can get every piece of information from us simply no longer works. Our challenge is to simplify: The business requires that we attract and engage with only IT professionals. So that is what we need to do. And only that."

Q The IDG U.K. editorial team has recently been restructured. Can you explain how you are now organized and what led to the changes?

A We are always looking to become more efficient and to make sure our star players are able to develop their careers at IDG. And, as part of the overall company restructure, we needed to reduce overall headcount.

On the consumer side, the Tech Advisor group continues to grow rapidly in terms of audience size, business deliverables, affiliate revenue and market share. Our ambitions there were simply to make sure that the right people remain in charge of the right aspects of the business. So really, minimal changes there.

On the enterprise side, however, although we had been very successful at maintaining very high yields through expert content, we simply didn't have enough inventory to deliver all of the campaigns we wanted to deliver. Our clients love the audiences we build, because they are so precisely targeted. We just need to attract those people more often and get more metrics from them once they are in our network.

One major change we have made in the enterprise division is to reduce the hierarchy and remove any organizational complexity. We have attempted to empower all of our editors so that they are free to create the content that they feel is most important while being responsible for everything they do. And we want them to have fun.

We have also tried to shift the emphasis away from each title being a magazine that offers a little of everything and move to a focus on making sure that everything we do attracts people into our sites. We aim for a minimum of one long tail, traffic-driving piece of content every day. The aim is to build audiences over the longer term rather than worrying about covering a wide subject matter.

So everyone now works across all of the three titles. And although each person has an area of expertise, they are not expected to cover a subject, simply to recognize content opportunities in their areas of expertise and create pieces of content around those opportunities that will attract our target users. They don't need to get permission to create a specific piece of content, nor do they need to pass it through an editor. But we do expect them to work collaboratively and discuss ideas.

We also added in some simple structure to reflect this change. So instead of a news list, we have a simple calendar with publish dates for each piece of content. If an individual is going to miss a deadline, the onus is on them to move the publish date and ensure that there is sufficient content on that site, that day.

Q What changes in the market led to the challenges the editorial group was facing?

A IT and tech are now central to everyone's lives. On the consumer side, tech is something about which everyone cares rather than a hobbyist subject for magazines. And in the enterprise, the IT department is no longer a cost center but is now a facilitator for change, often the central revenue-generating path between customer and business.

In terms of both the potential audience size and the potential breadth of content, this is excellent news. But combined with the opening up of publishing to everyone with an Internet connection, it does mean that every possible media outlet has its tanks on our lawn. In the U.K., national newspapers and the BBC all cover tech and IT, and all have far greater resources than we do.

The old model of covering news beats to make sure a reader can get every piece of information from us simply no longer works. We will just be replicating those larger news-gathering organizations but not doing the job as well. Our challenge is to simplify: The business requires that we attract and engage only with IT professionals. So that is what we need to do. And only that. And that means challenging every story idea and ensuring that we do only things that support our mission and not cover stories that we just think are important.

Q In the face of these challenges, what action did you take?

A We really wanted to simplify our approach and make sure that everything we do supports the business. So I have given the editors a two-fold mission. First, that we understand who is our target audience and what we can give them that they can't find elsewhere. Then we do that, and only that. Which means ignoring big stories if we can't offer something unique.

And second, we start to apply data from ISPs, social trending tools, search engines and our own analytics to understand what our target audience is looking for. This is something that has been hugely successful on the consumer side, where we have much more data and a wider subject brief to attack.

continued on page 5

IDG Enterprise's event and content mix for CDW wins min's Total Integrated Program award

Executive Summit series has consistently exceeded guaranteed number of attendees

JOE MOLA

Many IDG Enterprise employees are involved in client work for CDW. Pictured are some who are involved with CDW events (front row, l-r): VP, Content and Marketing Strategy ***Anne McCrory****; Account Coordinator* ***Beth Fitzgerald****; Marketing Manager* ***Dayna Klein****; Client Services Coordinator* ***Rachel Lavallee****; Senior Director, Events* ***Deb Begreen****. (Back row, l-r): VP/Alliance Marketing Services* ***Michael Latchford****; VP, Content Development & Strategy/GM, IDG Enterprise Event Portfolio for CDW* ***Derek Hulitzky****; Marketing Manager* ***Kristin O'Connell****; Event Planner* ***Lissa Piscopo****; Graphic Design Specialist* ***Caroline Mewing****; Senior Event Planner* ***Shay Egan****; Registration Coordinator* ***Max Roche****; Senior Registration Coordinator* ***Mollie Moran****. (Not pictured): Senior Marketing Director* ***Debra Becker****; Senior Event Planner* ***Ashley Starr****; Senior Marketing Manager* ***Duncan Newell****; Marketing Manager* ***Mike Gormley****; and* ***Erica Foster****, senior manager, Custom and Executive Client Services.*

Now in its second year, the Executive Summit series that IDG Enterprise's CIO, Computerworld and Network World produces for its sponsor, CDW, has stood out in a crowded tech event marketplace. The program consistently exceeds its guaranteed number of executive attendees and serves as the springboard for additional information-consumption through curated content across a range of IDG Enterprise channels.

For those achievements, IDG Enterprise earned the coveted award for "Total Integrated Program" at the min Awards in New York City last month. IDG Enterprise won in the most crowded category by far with 15 other finalists, including formidable consumer media brands and companies such as Hearst Integrated Media, Condé Nast, The New Yorker Magazine and O, The Oprah Magazine.

IDG Enterprise was also a finalist in the "Event" category, also for the Executive Summit series.

CDW approached IDG Enterprise in 2014 for help in spreading its message as the leading provider of integrated IT solutions in the U.S. and Canada. CDW wanted to leverage IDG Enterprise's buying audience, subject-matter/content expertise and brand credibility. IDGE proposed a program that combined CDW-sponsored lead-generation and content syndication activities with a distinctive event experience.

> "With the Summit series, we've created something innovative in the face of traditional event models: We've built easily consumed, bite-size pieces of high-level content combined with networking and a high-end experience."
>
> *Derek Hulitzky*

The Executive Summit series was designed as a regional event series that would be much different from the traditional long-format seminar or trade show experience. The format involved bringing together 50 to 100 technology executives late in the business day for an hour of networking, followed by a short, high-level keynote focused on a particular technology challenge and a panel discussion with audience participation — all capped off with an elegant wine/food pairing experience.

As successful experimentation with this format progressed at fine, five-star hotels, additional events began to take place in prestigious venues including the Carnegie Library in Washington, D.C., and the Tech Museum of Innovation in San Jose, Calif. Other events took place at Yankee Stadium, Citi Field (home of the New York Mets), SAP Center (home of the San Jose Sharks) and AT&T Stadium (home of the Dallas Cowboys), with networking and the content presentation taking place in function rooms or luxury boxes before the group took in a sporting event. Future Executive Summits will take place at the unique Salvage One venue in Chicago and the University of Phoenix Stadium (home of the Arizona Cardinals).

continued on page 4

continued from page 3

Executive Summits

Starting with six events in 2014 and expanding to 13 in 2015, the series has consistently exceeded the guaranteed number of attendees:

- Attendance has averaged 130% of the original attendee goal, and the average number of attendees who ranked their event experience as excellent or very good tops 91%.
- More than 70% of attendees are either C-suite executives or directors/managers of IT, with the rest involved in the IT decision-making process.

Given the difficulty solution providers like CDW have in reaching a concentrated audience of tech decision makers, these attendance numbers are more than impressive, said IDG Enterprise VP/Content Development and Strategy **Derek Hulitzky**, who serves as general manager of the events IDG Enterprise produces for CDW.

"In major cities where IT buying is concentrated, IT executives are invited to events all the time and any day of the week. Seminars, lunches, dinners — the invitations are endless," Hulitzky said. "The challenge for solution providers like CDW, and content producers like IDG Enterprise, is to find formats that stand out — that work in the current environment. With the Summit series, we've created something innovative in the face of traditional event models: we've built easily consumed, bite-size pieces of high-level content combined with networking and a high-end experience. Happily for CDW and IDG Enterprise, the results speak for themselves."

To continue conversations started at the events, IDG Enterprise and CDW collaborated to integrate curated content across a range of channels, including topical study results featured in white papers, co-developed tech dossiers, whiteboard animation videos, Twitter chats and blogs. In 2015, content focused on tech trends.

Going Beyond Sales:
CRM as an Integration Platform for the Enterprise

ima
min's
Integrated
Marketing Awards
2015 Winner
Total Integrated Program
IDG Enterprise
CDW Executive Summit Series

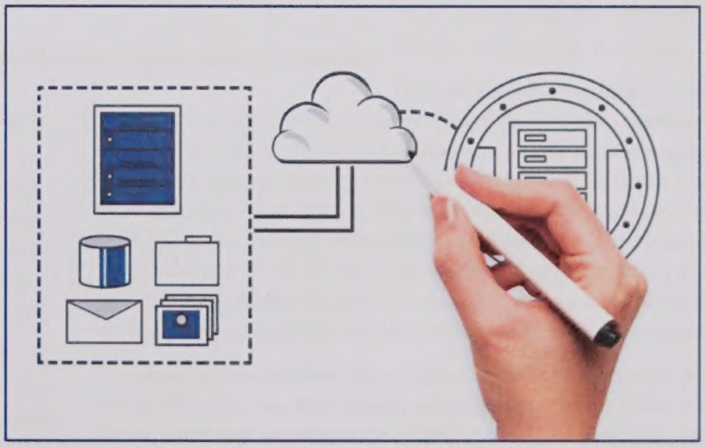
IDG Enterprise's latest award has a place of honor at 492 Old Connecticut Path in Framingham, Mass.

"These content elements augment the relationships and content developed during the events," Hulitzky said.

"This customized CDW program has been a collaboration across a variety of IDG Enterprise and IDG World Expo departments, and it extends far beyond just the Executive Summit events," said IDGE VP/Alliance Marketing Services **Michael Latchford**, who is IDG Enterprise's primary sales account contact for CDW. In this role, Latchford works closely with CDW's various solution marketing managers to identify programs to help them meet specific goals.

"This has been a tremendous achievement for everyone involved, and it's great validation to be publicly recognized by min for all the creative efforts we collectively invest in this account," he added.

For more information write to Michael Latchford. ■



This 10-page tech dossier (left) and animated whiteboard (above) are among the dozens of pieces of content created by IDG Strategic Marketing Services on behalf of CDW. These assets were syndicated across IDG Enterprise sites to generate awareness of CDW as the leading provider of integrated IT solutions. CDW has also been promoting these assets on its own site.

continued from page 2

One on One

But where we have information on what is important to our users, we should make sure they can get it from us.

Q Can you talk a little more specifically about your new editorial focus for your three enterprise publications?

A We have a very strong portfolio of three enterprise brands: Computerworld U.K., CIO U.K. and Techworld. Each is aimed at a different group of people who work in the IT industry, with each group being valuable to our advertising clients.

We're still working through the process of creating very specific personas for the users of each website. But from each brand we are looking to provide — through our sites and events — information that helps those people with their lives and their careers. So Computerworld U.K. is aimed at U.K.-based IT professionals, offering advice and information that will help them to work more effectively and progress professionally.

With CIO U.K. we are aiming to create a community of the CIOs of the Financial Times 500 (FT 500) biggest companies in the U.K. We want to offer information and advice but also create a peer-to-peer network of like-minded professionals that will help them to transform their businesses and their careers.

And finally Techworld is aimed at those people working in the start-up world. It is aimed at digital disrupters: the people who are building the start-ups of today that are tomorrow's enterprises. So we offer them advice and information on both new technology and new business practices as well as reflect what is happening in the vibrant U.K. tech start-up industry.

> "Our guide to the best secure browsers, for instance, hadn't been updated for several years but was still generating some page impressions. By refreshing the content to be relevant to a reader in 2015, we have made it the most popular story in the enterprise division."
>
> *Matt Egan*

Q How you are using analytics to shape your editorial strategy? What are you learning?

A The business requires us to deliver viewable ads to U.K. IT professionals. So measuring how we are doing on that score is really important. However, in the past the use of analytics was actually detrimental to audience growth. By focusing in on the previous day's page views, the editorial teams were motivated only to produce more of the same type of content. Doing more of the same is rarely a recipe for true growth.

However, one of the beauties of online publishing is that the relevancy argument is over. We now know in what our readers are interested, both from looking at our own website analytics and also from purchasing data from third-party services. So at a base level we are focusing on updating and refreshing existing long-tail articles that are generating the right sort of traffic. Our guide to the best secure browsers, for instance, hadn't been updated for several years but was still generating some page impressions. By refreshing the content to be relevant to a reader in 2015, we have made it the most popular story in the enterprise division.

On a slightly more sophisticated level, we are using tools such as Hitwise, Sistrix and Buzzsumo to understand what is driving search and social traffic to our competitor set. This enables us to understand what our target audience sees as a need. The trick of a good editor is then to translate that lead into the best page on the web that answers that need for our target audience.

An example here is a popular piece one of our editors recently produced about the most valuable freelance IT skills in the U.K. We understood that people were navigating to stories about freelance tech skills and made the educated guess that our audience of IT professionals wanted to know what skills they needed to further their freelance careers. Result: a high-traffic story that keeps on giving.

Q Any more to say about long-tail strategy?

A The traditional magazine model of publishing means that you start each publication period with a blank sheet of paper. If you are running a news website, that means that every day you have to start your website from scratch. As I explained above, this immediately puts us at a disadvantage compared to much more highly resourced news gathering organizations.

Over the past few years the great success of our consumer websites has been based on building up content that remains relevant for a long time. We've worked to create a reference source for our target audience that they come to whenever they need information we have, rather than us expecting them to find our version of the news of the day.

We are adapting this to the enterprise world by focusing on creating content that will stay relevant for a long time or adapting previously popular content and making it relevant today. A good example of this would be our story about salaries for IT professionals in the U.K. This is based on solid survey data we received, and in the past we would have written a news story about that data. Now we have a story with a series of pages outlining what an IT professional should earn in each role in various areas of the U.K. And we check and update the salaries contained therein each week.

So instead of having a few days of good traffic at best, we now get solid traffic every day from people who are searching for "How much should a network engineer earn in Birmingham?" or something similar.

The ultimate aim is for each of our sites to have 100 or more tentpole pages that attract our network of U.K.-based IT professionals, based on those stories satisfying a professional need. Then we can all go home and watch the traffic roll in. ■

noteworthypeople

Promotions

ADAM MURRAY

Speranza

IDG Communications Video Producer **Olivia Speranza** has been promoted to senior video producer. "It may seem like we just added a word to the front of her title, but this promotion is extraordinarily meaningful," said IDG Communications VP, Video Programming **Kyle Kramer**. "Here's why: Earlier this year, our video team went through some changes that immediately thrust Olivia from a support role into one of leadership. We watched in awe as our team became sharper, more efficient and more creative almost overnight. This is a testament to their hard work and talents, but also to Olivia's ability to lead a team toward greatness. She has worked very closely with our brands' editorial teams to solidify those relationships and improve the quality of the output. Olivia will continue to report directly to me with a focus on running video production, primarily for the West Coast, which will be largely focused on consumer and small business content. She will also be spearheading some exciting plans we're concocting for IDG.tv original content." osperanza@idgcommunications.com

JOE MOLA

Josefek

IDG Enterprise Editorial Office Manager **Pat Josefek** is now editorial office services manager. "Pat's title reflects the additional responsibilities she's taken on in working on the IDG Contributor Network, as well as a more active role in working with our senior managers, budgeting, special projects and assisting the IDGE editorial staff," said **Cheryl Crivello**, IDG Enterprise editorial operations manager. "Pat joined Network World in 1997 as an editorial assistant. Her job has changed greatly since then. Pat is the main administrative contact for Network World, CIO.com, CIO Magazine and CSO. However, she still works on several projects that cross all the editorial brands." pjosefek@idgenterprise.com

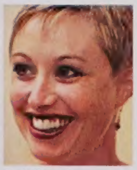
Holmlund

IDG Enterprise Senior Marketing and PR Manager **Lynn Holmlund** has been promoted to marketing director. "Ever since Lynn joined IDG in May 2004 as marketing communications coordinator for CXO Media, she has steadily grown in her skills and responsibilities, and we are thrilled to be able to recognize her growth with this promotion," said **Sue Yanovitch**, IDG Enterprise marketing vice president. "Lynn is a smart marketer, a big-picture thinker and a collaborative team player. She puts the success of the company into every project she works on, and the results speak for themselves. She also makes the time to do all those extra and thoughtful things – like spearhead the community action board, create department gatherings, play on the Spiders softball team and remember and recognize co-workers' birthdays and other important events – that make the company, department and her such a pleasure to work with. Among the many honors and distinctions Lynn has earned over the years, she is the only person to be the recipient of two President's Awards (CXO and IDGE), and, perhaps of equal weight, has beaten [IDG Communications Worldwide CEO] **Michael Friedenberg** twice in bowling contests!" lholmlund@idgenterprise.com

New employees

Wyles

Janet Wyles joins **IDG Communications** as director of communications, coming from AT&T where she was marketing director for its cloud and cybersecurity businesses, responsible for product positioning, demand generation and lifecycle management. She also held a number of public relations positions at AT&T and developed and led public relations campaigns to drive media interest in and awareness of AT&T's global business solutions organization. She is "an avid reader, beginner yogi and reality TV junkie." jwyles@idgcommunications.com


Fahlbush

Jenny Fahlbush is **IDG Communications**' new VP, Marketing. Most recently senior director of brand marketing with Sonesta Hotels, she has also worked as director of marketing for the Boston Globe. She holds a B.A. in speech communication from the University of Missouri/Columbia and an M.A. in management from Harvard Extension School. Away from the office she enjoys time spent with her six-month-old daughter, travel and her "quirky collection of garden gnomes that requires occasional attention." jfahlbush@idgcommunications.com

Angel

IDG World Expo has hired **Brittany Angel** as a registration coordinator. She previously worked for the American Cancer Society as an event support coordinator, helping in the planning and implementation of events such as Bicycles Battling Cancer, Pedal to End Cancer and Coaches vs. Cancer. She attended Endicott College in Beverly, Mass., and received a B.A. in hospitality management. In her free time she "loves listening to music, reading about music, talking about music and seeing live music. I go to at least one concert a month and have been to over 100 live shows. The catch is that I have absolutely no musical talent." bangel@idgenterprise.com

Send information for the Noteworthy column to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Stephanie Brockway *U.S. Media*

16
Sabrina Teteau *IDC France*

15
Mikael Lindkvist *IDG Sweden*

14
Keith Gaffney *IDC U.K.*

11
Rob Schultz *U.S. Media*

10
Neil Michael *IDG Global Solutions*
Nick Sundby *IDC U.K.*
Silvia Bassi *DigitalNetwork! Brasileiros*

9
Valerie Potter *U.S. Media*

8
Nuria Hinojal *IDC Spain*

6
Melanie Koch *IDG Germany*

5
John Sundström *IDG Sweden*
Piyush Ailawadi *U.S. Media*

4
Shay Malagisi *U.S. Media*

3
Nino Giguashvili *IDC Czech Republic*
Sule Saltik *IDC Turkey*

2
Rebecca Cohen *IDG Australia*
Kelly O'Rourke *U.S. Media*

1
Malcom Lee *IDG U.K.*
Jim McGinty *IDG Global Solutions*
Utsav Arora *IDC Canada*
Ondrej Smrz *IDC Czech Republic*
Cristina De Luca *DigitalNetwork! Brasileiros*
Felipe Dreher *DigitalNetwork! Brasileiros*
Luiz Mazetto *DigitalNetwork! Brasileiros*
Carla Matsu *DigitalNetwork! Brasileiros*
Erica Molon *DigitalNetwork! Brasileiros*
Paula Campelo *DigitalNetwork! Brasileiros*
Juliana Santos *DigitalNetwork! Brasileiros*

And the winners are...

Here are the 12 photographs that will appear in the 2016 IDG Employee Photo Calendar. Congratulations to the winners and thanks to all who entered and voted. Calendars will be mailed to all business units and licensees in December.

First place

Donald Jin, IDC
Horseshoe Canyon

Hamza Naqshbandi, IDC Saudi Arabia
Lightning Bolt

Adriana Rangel, IDC UAE
Santorini Church

Erik Swanson, IDG TechNetwork
Chi Navy Swings

Second place

Victor Lim, IDC Singapore
Sunset Tree

Valerie D'Aquila, IDG Digital Media Group,
Bodie Island Lighthouse

Moira Keating, IDC
Bike in Bellagio

Natalia Milko, IDC Ukraine
Nine Arch Bridge

Third place

Thomas Barrieau, IDC
Why I Paddle

Susan Ma, IDC China
Sunset at Koh Samui

Siew Choon Liew, IDC Malaysia
Surreal Countryside

Matthew Mikaelian, IDG Global Soutions
Canadian Whiteout

» VOTING FOR THE 2016 IDG CALENDAR CONTEST ENDS OCT. 2! CLICK HERE

IDG World Update

EMPLOYEE NEWS AND INFORMATION

28 SEPTEMBER 2015 | VOLUME 45, NUMBER 38 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | TEAM BUILDING - *page 8*

DEMO Traction helps new start-ups connect with customers

John Gallant
Kelly McGowan
Sr. Director IT
Angela Yochem
Chief Information Officer
DEMO

Twenty-eight companies presented their products at DEMO Traction Enterprise in Boston, an event that helps companies that have already launched accelerate their growth and gain traction in the market.

SEE MORE ON PAGE 4

Also inside

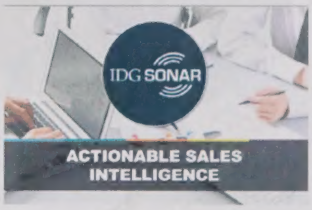
New IDG Knowledge Hub wins design award

IDC Financial Insights A/P earns conference award

One on one: IDG Sweden Chief Content Officer Per Danielson

Team building: IDC Latin America offices give new meaning to "eat and run."

SEE MORE ON PAGE 7

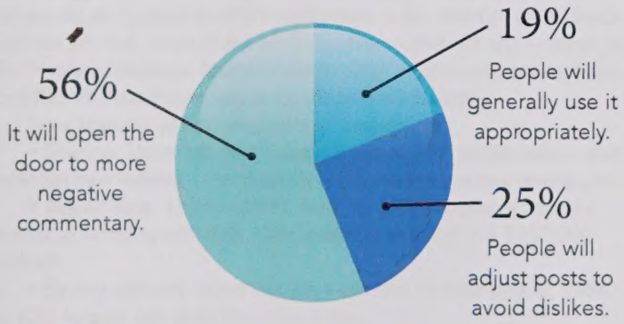


Learn more about IDG Sonar, IDG's data-driven lead generation platform, in this 10-minute video.

VIEW ON IDG CENTRAL

Question of the week results

What do you think about Facebook's plan to add a "dislike" button?



Log on to www.idgcentral.com to vote on this week's question:

Do you use your phone as an alarm clock?

CLICK HERE

Vote by Oct. 2 for calendar photos

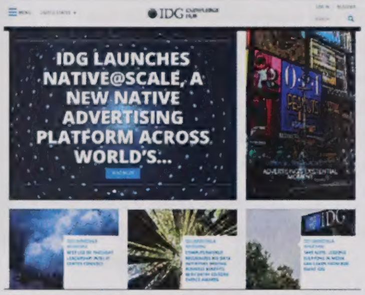
July
An Evening Paddle

Forty photos taken by IDG employees are vying to be in the 2016 IDG Calendar, which is distributed to business units worldwide. Vote for your 12 favorites on IDG Central by Oct. 2. The calendar (mock-up above) will be in a tabletop format better suited for work areas with limited wall space.

Re-engineered IDG Knowledge Hub wins design award

The IDG Knowledge Hub website unveiled an enhanced vision and a new design in May. Last week, the site and its creative agency, The Franchise Group, won a W³ Silver Award in the Visual Appeal – Website category.

Based in New York City, the W³ Awards honor creative excellence on the web and recognize the creative and marketing professionals behind award-winning sites, videos and marketing programs. The W³ is sanctioned and judged by the Academy of Interactive and Visual Arts, an invitation-only body consisting of top-tier professionals from major media, interactive, advertising and marketing firms.


IDG LAUNCHES NATIVE@SCALE, A NEW NATIVE ADVERTISING PLATFORM ACROSS WORLD'S...

The expanded and redesigned IDG Knowledge Hub debuted in May.

During discussions that began more than a year ago, IDG's Corporate Marketing group, which manages the seven-year-old IDG Knowledge Hub, and IDG Global Solutions (IGS), which has had its own site since 2000, decided to emphasize IDG's marketing strength, combine assets and merge their corporate customer-facing sites.

The revamped IDG Knowledge Hub targets a large international audience of tech marketers, agencies and media buyers, clients and vendors. It also serves as a way to expose media, marketing and PR professionals to IDG's brands, products and services. The site contains IDG and IDC marketing content, editorial calendars, media kits and third-party content (news, events, research and more) from worldwide media outlets. IGS's global marketing services capabilities are featured with a focus on media, data and services.

Digital Design Marketing Specialist **Lauren Kirchberger**, who manages the site in her role with the IDG Corporate Marketing group, said the design and layout aimed to reflect that of a marketing services agency, with an emphasis on a strong visual representation that would be familiar to IDG's customers. In an effort to avoid stock business photos, most of the photos were — and still are — taken by IGS Program Manager **Matt Mikaelian**, with additional contributions from IGS VP/Asia Pacific **Jason Gorud** and Kirchberger.

New features of Knowledge Hub include:

- Sharing: Users can push content out to new audiences — and potential new visitors — through several sharing options on the site.
- Advertising: IDG's first RFP form to collect potential clients' interest in working with IDG. One recent query led to a $100,000 contract.
- Saving content: Users can save content to their profile, allowing IDG to gain rich data from this action.
- IGS case studies: This section, styled in the same way modern agencies display their work, showcases IDG's best custom programs and is updated regularly.
- Responsive format: Easily viewable on all devices.

Write to Lauren Kirchberger. ■

IDC Financial Insights Asia/Pacific earns top conference award

IDG Financial Insights Asia/Pacific's annual Asian Financial Services Congress has been the largest financial services technology forum in the region since its inception 11 years ago. This year's edition, held March 5-6 at Singapore's Marina Bay Sands Convention Center, featured a number of innovations including a peer-to-peer discussion segment; a highly interactive event app; and a StartUp Lab, featuring five promising financial tech companies — all of which earned high praise from both presenters and delegates alike. This month, the company's efforts were further validated when the conference took home the Best Conference Award in the inaugural Asia Pacific MICE (Meetings, Incentives, Conferences and Exhibitions) Awards Ceremony 2015.

Created to recognize achievement by organizations that have played a defining role in delivering exceptional quality, service and innovation, the awards were judged by a panel of leading event organizers, national tourism bodies, communication agencies and MICE publications throughout the region.

Asia Pacific
MICE
AWARDS
2015
Best Conference
WINNER
IDC Financial Insights
www.miceasiaexhibition.com

In presenting the award, the judges noted that "IDG Financial Insights hosted and presented the Asian Financial Services Congress with sheer professionalism — from planning to execution. It was informative for the delegates and clear in what they set out to do: tackling existing issues head on and highlighting great examples of overcoming this adversity and identifying other issues that lie ahead. The Asian Financial Services Congress looks to become a hallmark event within the industry in the coming years."

For more information contact Conference Producer Hui Long Ooi. ■

Calling all social media account managers

The IDG Corporate Marketing group is updating its list of employees who manage IDG's social media accounts around the world. If you manage any of these accounts (Facebook, Twitter, YouTube, LinkedIn or Pinterest) on behalf of your business unit, please email Digital Design Marketing Specialist Lauren Kirchberger with your name and a list of those accounts.

OneonOne

Per Danielson

IDG Sweden

IDG Sweden's chief content officer is is this week's columnist. Reach him at per.danielson@idg.se.

> "We have found that it is hard to build a large volume of customers willing to pay for editorial content or services. Most of our readers expect it to be free. A smaller niche product such as our Executive Report is a great example of premium content that does work well."

Q Earlier this month, you were named chief content officer at IDG Sweden's IDG Enterprise group. Can you explain what you are responsible for in your new role?

A I am responsible for all our B2B sites and the editorial staff. I am also responsible for making sure we are doing the right things to increase our traffic, to support incoming SMS projects and to work closely with our clients to make sure they understand why IDG Sweden and IDG Nordic is the best editorial partner for them to reach out to their targets groups. I really believe that editorial staff and vendors must work toward the same goal for us to become an even more important source of information for our readers and a better partner for our customers. We have developed our Nordic offering to include display advertising, SMS and Connect services. We know that many of our customers see the Nordic region as one business area, and we need to make it easier for them to reach out with their message in all Nordic countries.

Q What will be your main area of focus in the coming months?

A It will be to strengthen the brand profile for each brand and make sure we have a strategy to serve our readers with the right type of content at the right time to make them smarter, wiser and better at what they do in their professional capacity. Then they will consume much more content and our page views will rise.

Q What are the current products/services that fall under IDG Enterprise?

A CIO, Executive Report, Computer Sweden, Internetworld, Techworld, IDG.se and MyFeed.

Q Could you explain what Executive Report, IDG.se and MyFeed are?

A Executive Report is a monthly printed and prepaid newsletter containing forecasts, statistics and market analysis for the IT market. The focus is on facts expressed in figures and diagrams. The contents are based on the reports and statistics from the largest global research firms and Swedish research companies.

IDG.se is Sweden's largest portal for IT-related news. Here we highlight all the best content from our other B2B sites, and we also write articles just for IDG.se. You can see it here. www.idg.se

MyFeed is a prepaid service where users pay a monthly fee of 79 kronor (US$9.40) to create their personal newsfeed and get it as a newsletter, which they can read in a mobile app or on their computer. Many of our readers are "no time people" that is, they often do not have time to visit us daily to read news. With MyFeed they miss no important news in areas that they want to be updated within.

Q Do you anticipate launching new products/services in the coming months?

A Yes, we are looking into creating an IDG Sweden Expert Network, as Computerwoche has done in Germany and IDG Enterprise in the U.S. to bring in more expertise and more relevant content to our B2B readers.

Q Prior to being named CCO for IDG Enterprise, you were the chief marketing officer for IDG Sweden. What is happening to that role?

A For now I will keep the overall responsibility for our corporate communication. In my new role I will work much more closely with our brand managers and together we will market our brands and services in better and smarter ways than before. I am also a big fan of IDG hiring [Chief Marketing Officer] **Josh London** to create a global marketing team. I am convinced that it will help us with our local marketing and getting our clients to understand the incredible opportunity we have to reach their target audiences wherever they are and whatever they do in our global network.

Q For many years IDG Sweden had virtually no competition in the local tech editorial space. How would you describe IDG Sweden's standing in the market today, and what are your expectations for the company in the year or two ahead?

A That's true, in the big picture we have no competition but we see a lot of smaller more niche players entering our market from different angles. There is increased competition creeping closer to us. We must strive to become even more relevant for our readers, constantly evolving and finding ways to convince younger B2B readers to stay on our sites longer than they do today.

Q What has been the experience of IDG Sweden's enterprise brands with gated/premium content? What, if anything, might you be trying differently in the near future?

DEMO Traction helps recently launched start-ups connect with customers, investors

Launched in April in San Francisco, DEMO Traction made its East Coast debut in Boston earlier this month with an event that concentrated on the enterprise. The one-day Traction events are designed to help connect fast-growing, promising start-ups with enterprise customers and later-stage investors. Twenty-eight companies were chosen to present their products in Boston.

"DEMO Traction provides a growth platform for companies that have already launched — no matter where they launched, either at DEMO events or elsewhere — and helps them accelerate their growth and gain traction in the market," said IDG Enterprise SVP and General Manager, DEMO **Neal Silverman**. "DEMO Traction is a complement to our current DEMO portfolio and positions us well in the marketplace to work with companies once they've launched, as opposed to DEMO, which is for companies that have yet to launch. We serve the start-up community by helping these companies grow. Connecting the DEMO community of founders, investors, the CIO Executive Council and enterprise buyers was a natural growth opportunity and a competitive advantage for the DEMO brand."

"DEMO Traction Enterprise is hyper-focused on growth," said **Erick Schonfeld**, DEMO executive producer. "Our speakers have learned from experience what it takes to succeed in today's market; our topics are at the leading edge of how to do business in the digital age; and our format is all about connecting companies on the cusp of explosive growth with the investors that matter the most to them: customers."

> "DEMO Traction provides a growth platform for companies that have already launched and helps them accelerate their growth and gain traction in the market."
>
> *Neal Silverman*

DEMO Tractions are designed to appeal to CEOs, CIOs, CMOs and line-of-business senior IT executives — "people who are buying technology," Silverman said.

The DEMO Traction Enterprise team made some small changes to the event for its Boston debut based on lessons learned in San Francisco. Judging panels consisted of more CIOs and CEOs with enterprise viewpoints and fewer venture capitalists than the April event on the West Coast. Besides more opportunities to interact and network with the Traction audience, presenting companies also had 60 seconds each to pitch their product to members of the DEMO CIO Council at a pre-Traction breakfast meeting. (The DEMO CIO Council is a business partnership formed in conjunction with IDG Enterprise's CIO Executive Council (CEC). CIOs from enterprise and IT companies are invited to join this subset of the CEC, which gives them the opportunity to meet the creators and demonstrators of new, emerging technologies; in turn, those demonstrators get to meet with the CIOs as potential buyers from large companies.) "The Council breakfast is an exclusive networking event just for DEMO CIO Council members and gave them extra time to network with the Traction presenters before the day kicked off," Silverman said.

Finding New Business Growth Engines
John Gallant
Kelly McGowan
Angela Yochem
DEMO
DEMO
DEMO
DEMO

IDG Communications U.S. SVP and Chief Content Officer ***John Gallant*** *(r) moderated a panel discussion on "Finding New Business Growth Engines."*

Silverman and Schonfeld chose the companies that presented at DEMO Traction Enterprise based on their ability to "demonstrate that they're on the verge of tremendous growth," Silverman said. "We looked at how much money they've raised and growth metrics like site

continued on page 6

noteworthypeople

Promotions

Timoshenkova

IDG TechNetwork Programmatic Coordinator **Olga Timoshenkova** has been promoted to associate programmatic media manager. "Over the past year, Olga has made a tremendous impact on the evolution of our programmatic operations team," said IDG TechNetwork Director, Programmatic Operations/Digital Platforms **Marisa Preston**. "Upon entering the coordinator role, she immediately jumped into the support, analysis and ultimate growth surrounding our private exchange revenue. She has been the main point of contact for support and execution of our international teams' RTB monetization, worked hand in hand with our publishers to develop strategic relationships and growth and has built efficient processes and creative solutions for our yield management unit. Olga has been a key player in our 2015 growth and we know she will be an even bigger contributor going into 2016." olga_timoshenkova@idgtechnet.com

New employees

PETER SHORT

Fearnley

IDC Framingham has hired **Bill Fearnley** as research director for its Financial Insights group; he will be responsible for big data and analytics with a focus on compliance, fraud and risk management. He has more than 25 years of IT experience, most recently as an industry analyst with Celent. He has also worked as a sell-side financial equity analyst covering PC and enterprise hardware for Janney Capital Markets and FTN Equity Capital. He was recognized by the Wall Street Journal in May 2008 as a "WSJ Best on the Street" analyst in the Computers & Office Equipment category. He holds a B.A. in marketing and an MBA from Babson College in Wellesley, Mass. bfearnley@idc.com

McClain

IDG Human Resources has hired **Lauren McClain** as a benefits administrator. She comes from Campbell Campbell Edwards & Conroy where she was a human resources coordinator. A graduate of Boston College, she holds a B.A. in psychology and enjoys running (she ran the 2014 Boston Marathon), biking and "dance parties with my three-year-old daughter." lauren_mcclain@idg.com

continued from page 3

One on One

A We have found that it is hard to build a large volume of customers willing to pay for editorial content or services. Most of our readers expect it to be free. A smaller niche product such as our Executive Report is a great example of premium content that does work well. People currently pay 5,000 kronor ($595) a year for that service. I hope we can evolve that into other topics in the coming year.

Q Does IDG Sweden sell a lot of native advertising?

A Native advertising is a growing and an important business for us. Our basic rule is that the reader should always be able to see who is behind the published material. It is usually done with a small ad label above the article. ■

continued from page 4

DEMO Traction

traffic, customers and employees."

Invited companies — three of which were DEMO alumni — were grouped into seven industry categories of Marketing Technology, Big Data and Analytics, Enterprise, Cloud/Software as a Service, Hiring, Security and Mobile Work and given four minutes to present their products and company metrics to a panel of industry-expert judges. The presentations, which were required to back up growth claims with data, were followed by a four-minute question-and-answer session with the judges. (Profiles and videos of all of the DEMO Traction Enterprise companies can be found here.)

At the close of the day, the judges and attendees chose four DEMO Traction Enterprise champions based on their features, market positioning and differentiation from competitors. The winners were:

- Emotient (Marketing Technology): Emotient Analytics provides actionable measurement from pre-conscious microexpressions, informing companies of valuable consumer insights that lead to better marketing and business decisions.

DEMO Traction
THE GROWTH CONFERENCE

- Greenhouse Software (Hiring): Using strategic sourcing and customizable interview kits, Greenhouse is a recruiting optimization platform that makes companies better at hiring.
- Liquid Planner (Enterprise): Liquid Planner is predictive project management for modern business that enables people, teams and leaders to do better work.
- Treasure Data (Big Data and Analytics): Treasure Data provides an analytics platform as a service to make analytics simpler, more flexible and more scalable.

DEMO Traction Enterprise presenters reached thousands of people beyond their immediate audience since presentations were streamed live — as they were at the April event — on the home pages of all seven of IDG Enterprise's sites, sponsored by Hewlett-Packard.

DEMO Traction also featured several panel discussions, including one led by IDG Communications U.S. SVP and Chief Content Officer **John Gallant** on "Finding New Business Growth Engines." IDC Executive VP and Chief Research Officer **Crawford Del Prete** offered a 20-minute presentation on "Technologies Transforming the Enterprise." Other presentations from industry experts looked at reaching customers through data, the next billion-dollar start-up and the rise of the private IPO.

Silverman said the next DEMO Traction will be held in San Francisco in April 2016. For details contact Neal Silverman. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Juan Marquez *IDG Spain*

23
Juergen Hill *IDG Germany*
Wlodzimierz Duszyk *IDG Poland*

21
Marcel Schaper *IDG Netherlands*

20
Robert Farish *IDC Russia*
Adelheid Schwab *IDG Germany*
John Daly III *IDC*

19
Martin Canning *IDC U.K.*
Lars Goransson *IDC Canada*

18
Tanya Braitchouk *IDC U.K.*
Jen Garofalo *IDG Research Services*

17
Ann Bednarz *U.S. Media*
Alexandra Mesmer *IDG Germany*
Alexander Bauer *IDG Germany*
Michael Schmelzle *IDG Germany*

16
Simona Vercesi *IDC Italy*
Doug Dineley *U.S. Media*
Malte Jeschke *IDG Germany*
Bernhard Haluschak *IDG Germany*
Christian Vilsbeck *IDG Germany*
Beate Wöhe *IDG Germany*
Mats Stalbröst *IDG Sweden*
Hanh Nghi *IDG Global Solutions*

15
Noriko Moritomo *IDC Japan*
Ryuichi Yokoyama *IDC Japan*

14
Simon Baker *IDC Russia*
Steven Frantzen *IDC Czech Republic*
John Gole *IDC Czech Republic*
Jan Houska *IDC Czech Republic*
Vladimir Kroa *IDC Czech Republic*
Charlotte Poulsen *IDC Denmark*
Ilone Stankeova *IDC Czech Republic*
Dana Vanickova *IDC Czech Republic*
Thomas Vavra *IDC Czech Republic*
Ricardo Villate *IDC Miami*
Nicole Bergmair *IDG Germany*
Martyn Williams *IDG News Service*

13
Yasusuke Suzuki *IDC Japan*

12
Thomas Ströhlein *IDG Germany*
Tam Le *IDG Vietnam*

11
Alexandrina Boariu *IDC U.K.*
Premi Gokani *IDC U.K.*
Cristina Morera *IDC Spain*
Gerwin van Engelenburg *IDG Nethertlands*
Cristina Carstensen *IDG Global Solutions*
Michael Beilfuss *IDG Germany*

10
Laurent Aube *IDC Czech Republic*
Ricardo Gomes Faim *IDC Brazil*
Kelvin Tse *IDG Australia*

9
Arash Behinzad *IDC Germany*
Gaia Gallotti *IDC Italy*
Steve Yang *IDC Canada*
Vanessa Rodriguez Garcia *IDC Brazil*
Agnes Fröschl *IDG Germany*
Matthias Weber *IDG Germany*
Joacim Carlsson *IDG Sweden*
Jörgen Lindqvist *IDG Sweden*

8
Evelin Stoev *IDC Bulgaria*
Szabolcs Uveges *IDC Hungary*
Veronika Zabot *IDC Spain*
Britta Liljegren *IDG Sweden*

7
Gabor Balicza *IDC Hungary*
Pavel Micuch *IDC Czech Republic*
Rajmohan Ramdoss *IDC United Arab Emirates*
Todd Shaw *IDC Czech Republic*
Louise Sohnesen *IDC Denmark*
David Vach *IDC Czech Republic*
Radim Zatloukal *IDC Czech Republic*
Roman Loyola *U.S. Media*
Uyen Phan *U.S. Media*
Thomas Weber *IDG Germany*
Manh Nguyen *Vietnam CEO & CIO Club*
Megan Roman *IDC*

6
Vera Hilbrink *IDG Netherlands*
Karolin Pichler *IDG Germany*
Hanh Nguyen *IDG Vietnam*
Upul Jayasundara *IDC*

5
Nathalie Feeney *IDC France*
Kathrin Hopkins *IDC Germany*
Matt Lawton *IDC Canada*
Elizabeth Ramirez *IDC Mexico*
Marisol Serrano *IDC Mexico*
Kumaran Ramanathan *IDG Global Solutions*
John Copsey *IDG U.K.*
Christine Zwinger *IDG Germany*
Robert Charlton *IDC*

4
Lenka Beer *IDC Czech Republic*
Romain Fouchereau *IDC U.K.*
Victoria Mendes *IDC United Arab Emirates*
Maite Narvaez *IDC Spain*
Carla Santos *IDC Portugal*
Sara Santosh *IDC United Arab Emirates*
Jiri Tersel *IDC Czech Republic*
Merijn Contant *IDG Netherlands*
Robert Riphagen *IDG Netherlands*
Alejandro Marino *IDC Mexico*
Quoc Huynh *MRD Vietnam*
Trang Tran *MRD Vietnam*
Oanh Nguyen *IDG Vietnam*
Tung Le *IDG Vietnam*

3
Loren Drennan *IDC U.K.*
Mario Meir-Huber *IDC Austria*
Kerstin Müller *IDC Austria*
Regina Sartbayeva *IDC Kazakhstan*
Juraj Vanek *IDC Czech Republic*
Jan Van Vonno *IDC Netherlands*
Mitsuo Shimohata *IDC Japan*
Elmar Rekers *IDG Netherlands*
Irina Zvagelsky *IDC Miami*
John O'Neil *CIO Executive Council*

2
Ina Malatinska *IDC Czech Republic*
Sachin Thakor *IDC U.K.*
Josef Valcuha *IDC Czech Republic*
Adolfo Becerril *IDC Mexico*
Julia Kingsbury *IDG U.K.*
Judith Fiedler *IDG Germany*
Sathyanarayana Atreyam *IDC*

1
Sara Fernandez *IDC U.K.*
Lucie Padourkova *IDC Czech Republic*
Pelin Pirnal *IDC Turkey*
Vida Santos *IDC United Arab Emirates*
Jan Sonnek *IDC Czech Republic*
Akihiro Kimura *IDC Japan*
Danny Hsiao *IDG Netherlands*
Adrian Orozco *IDC Mexico*
Ricardo Mendoza *IDC Mexico*
Barbara Davis *IT World Canada*
Italia Corigliano *IT World Canada*
Ramin Hayit *IDG Germany*
Melanie Schüller *IDG Germany*
Anna Przybylska *IDG Poland*
Marcin Tyborowski *IDG Poland*
Vu Huynh *IDG Vietnam*
Kayla Skerry *IDC*
Jeffrey Hojlo *IDC*
Jorge Vela *IDC*
Jane Doherty *IDG Australia*

Oct. 4 memorial charity run to benefit Dana-Farber Cancer Institute

The second annual Nora Searle Memorial Fun Run, to benefit the Dana-Farber Cancer Institute, will take place on Sunday, Oct. 4 at 8 a.m. in Sherborn, Mass.

The 4.02-mile run (or walk) is organized in memory and celebration of the life of Nora Searle, niece of IDG Communications Worldwide Executive Assistant **Pamela Carlson**. Nora died in April 2012 at the age of 14, following a battle against cancer. Nora received care during her illness at the Dana-Farber Cancer Institute in Boston, Mass. Dana-Farber will receive all proceeds from the Fun Run as both an expression of gratitude and to support Dana-Farber's commitment to the highest caliber of innovative cancer research and compassionate patient-care programs. Interested employees are invited to join the run as runners or walkers or to make a donation. More information is available here or you may contact Pamela Carlson.

Nora Searle
Oct. 4
Fun Run
2015
Memorial

teambuilding

IDC Latin America

IDC Mexico

IDC's Latin American offices brought new meaning to "eat and run" recently. IDC Latin America continued its series of in-office lunches for its Miami-based team, while IDC Mexico employees ran a paintball course.

*Above (L-R): Account Manager **Bruno Andrade**, Group Operations Manager **Doris Hernandez**, Account Manager **Irina Zvagelsky**, Account Manager **Maria Avila**, chef **Alejandro Florean**, Sales VP **Mena Cherta**, Consumer and Commercial Director **Luciano Crippa**, Consulting Director **Carlos Gonzalez** and Consulting Manager **Oscar Guzman**.*

Mexican was on the menu at IDC Latin America when **Alejandro Florean**, VP Consulting Latin America recently made chilaquiles with green tomato sauce and refried black beans for the office's bi-weekly multicultural cuisine awareness initiative. Recently Account Manager **Irina Zvagelsky** made a Russian salad, and Account Manager **Maria Avila** made tequeños, a Venezuelan snack. Business Development Manager **Noris Medina** will be preparing Dominican food next week.

***Alejandro Florean**'s chilaquiles with green tomato sauce and refried black beans.*

*(L-R): Consumer Intern **Cesar Garcia**, Intern **Edgar Hernandez**, Intern **Axel Caballero**, Associate Analyst **Rodrigo Perez**, Emerging Markets Senior Analyst **Jocelyn Galan**, Associate Analyst **Iracema Fuentes** and Finance Analyst **Martha Vazquez**.*

IDC Mexico's recent summer outing sent 32 employees into battle on a paintball course outside Mexico City. After the splattering finished and some minor injuries were attended to, employees enjoyed chorizo tacos and mushroom soup for lunch.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

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Hui Long Ooi *IDC Financial Insights Asia/Pacific*
Neal Silverman *IDG Enterprise*

» VOTING FOR THE 2016 IDG CALENDAR CONTEST STARTS TODAY! CLICK HERE

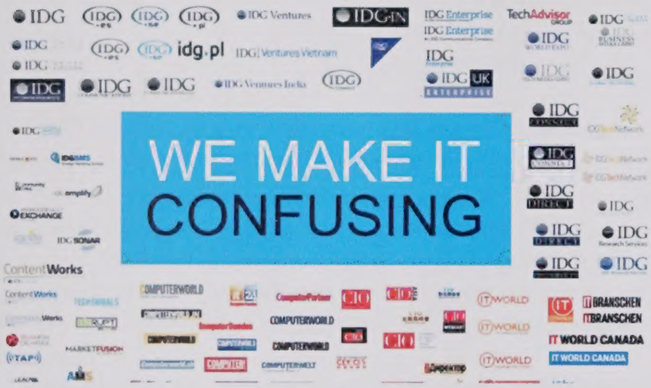
IDG World Update

EMPLOYEE NEWS AND INFORMATION

21 SEPTEMBER 2015 | VOLUME 45, NUMBER 37 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4* | ANNIVERSARIES - *page 7* | CELEBRATING 20 - *page 8*

New column from IDG's CMO: The move to a branded house



IDG Communications CMO Josh London talks about the power of a clear, consistent brand strategy and the initial steps IDG is taking to create one.

SEE MORE ON PAGE 2

Also inside

One on one: U.S. Media Director of Business Operations Anthony Polcino talks about viewability

IDG Sweden donates ad inventory to refugee relief groups

IDC Canada offers immigrants work experience

On the job: Audience Services Supervisor

Celebrating 20: IDG World Update Assistant Editor/West Coast David Bromley ventures to London.

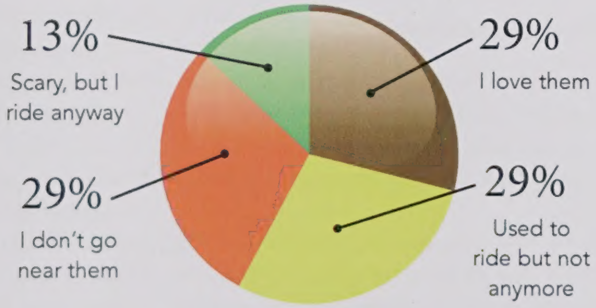
SEE MORE ON PAGE 8

Voting is now open in IDG's photo calendar contest. See the slide-show on IDG Central and pick 12!

GO TO VOTING PAGE

Question of the week results

What do you think of roller coasters?



Log on to www.idgcentral.com to vote on this week's question:

What do you think of Facebook possibly including a button to express negative emotions?

CLICK HERE

Video spotlight: IDG Sonar

Spotlight on: IDG Sonar
Like
IDG Sonar - September 2015
PROJECT
CONTENT
BUYER JOURNEY
SIGNALS
HISTORY
00:00
10:37

In this 10-minute video, IDG Connect Managing Director Matthew Smith provides an overview of IDG Sonar, IDG's data-driven lead generation platform. Smith talks about the reasons behind launching IDG Sonar, what it involves and how business units can use it as part of their demand generation strategy. He also describes how the IDG Connect team can collaborate to present the program to clients around the world.

Marketing Update

Building a branded house: How consistent branding creates strong relationships

This is the first in a regular series of columns that will be contributed by IDG Communications CMO Josh London aimed at sharing progress on IDG's new global corporate marketing efforts to elevate the IDG brand in the marketplace. In this first piece, London takes a look at what is meant by the term "brand."

You may have heard that IDG is moving from a house of brands to a branded house. And that we are hiring a branding agency to help simplify, clarify and unify our offerings. Sounds good, but what does that really mean?

Before we address that, let's think about brand. The word brand originally referred to the burning of a recognizable pattern on livestock. Before fences, a cow wandering alone would instantly be recognized as belonging to one farmer or another. This was important, because cows can all look alike (except to their mothers), and brands allowed not only identification, but proof of ownership — no one could challenge whose cow it was, regardless of where it roamed.

There were other benefits as well: the brand also represented the farmer's reputation. Was he known to be an honest businessman or was he known for distributing poor quality milk? A single mark could influence whether you'd want to do business with him or choose another supplier.

Media and cows are different to be sure, but good branding can offer similar benefits today. It can clarify ownership and it confirms expectation. When we see brands that we have grown to trust, we feel good about doing business with them. We are predisposed to broaden our experience with other products they may offer. When we are not sure of what a brand stands for, we are wary. We don't know what to expect.

"As a global company with 50 years of brand equity, we reach millions of people every day. Each of these touchpoints is an opportunity to clarify who IDG is, what we stand for and how we do business."

Many media companies and many technology companies call many things brands. As a technology media company, IDG is certainly no exception. Products, services, features, business divisions and more all might be called a brand, and, in fact, it is hard to draw one line around what should or should not be called a brand.

First, let's discuss what it isn't: a brand is not simply a logo or a tagline or an advertising campaign. David Ogilvy described it as "the intangible sum of a product's attributes." Put simply, your "brand" is what your prospect thinks of and how she feels when she hears your brand name.

Many of you saw my Global Marketing Rollout presentation with the slide called "We Make It Confusing" (see page 1). While the slide was focused on logos, the broader point was consistency.

Trust is built through consistency and repetition. If you are inconsistent — nice one day, surly the next — I have a hard time knowing what to expect from you. Suppose you greet me the same sunny way every time — the more consistent, positive experiences we have together, the more I can trust you.

And so it is with brands. When I see an Apple product, I know to expect innovation, elegance, a user-friendly experience and a personality — one that aims to delight through careful attention to all of the little details.

So what about IDG? We have an enormous opportunity in front of us to build lasting relationships with our customers and our audiences. As a global company with 50 years of brand equity, we reach millions of people every day. Each of these touchpoints is an opportunity to clarify who IDG is, what we stand for and how we do business. By doing so in a consistent manner we will set expectations for those doing business with us, reading our publications or attending our events.

What will the branding agency actually do? To start, it will help articulate the brand promise that enables us to connect emotionally with our customers, one that differentiates IDG. Next, it will develop a brand architecture — a structure showing how our brands relate to and are differentiated from one another — to project clarity internally and externally. We will then create a visual identity to simplify how we go to market, to make it easy for ourselves and our customers to understand who we are and what we do.

One advantage of this process is that it will make it easier for us all to understand where we want to place our focus: on the customer. Viewed through this lens, we can ask: Does it make sense to have a product name,or logo or website for a given offering? How does one business unit relate to another in the eyes of the customer?

This clarity will help us articulate what for many IDGers is a difficult question: What does IDG do? And most importantly, it will make it easier for customers and audiences to take full advantage of the many solutions that we offer to fuel their business.

This is an incredibly exciting time to be at IDG — where we are reinventing the definition of a modern media company.

I'd love to hear from you. Please reach out to me directly at jlondon@idgcommunications.com with your ideas, feedback or suggestions. ■

OneonOne

Anthony Polcino

U.S. Media

The director of business operations, U.S. Media, is this week's columnist. Reach him at apolcino@idgcommunications.com.

> "Just because an ad loads above the fold does not necessarily mean that it will be considered viewable."

Q Can you briefly explain your sphere of responsibilities?

A I head up our U.S. Media AdOps team as well as the Publisher Development team. It's a great place to be in the middle of the supply and the demand for advertisements on our sites and networks. We're globalizing AdOps so there will always be someone online at any time or day. It's an exciting time in AdOps here at IDG!

Q Ad viewability is a major area of focus for publishers these days. Can you explain what is meant by the term?

A Viewability is a term that applies to whether or not a human being saw an ad on their browser. The Media Rating Council (MRC), partnering with the IAB, did a year-long study to come up with the official definition of a viewable ad: 50% of the pixels of a display ad in view for one second or more, 50% of the pixels of a video ad in view for two seconds or more.

Q Why is viewability so important these days?

A Many agencies and advertisers were surprised to learn that about 60% of the ads on the Internet (according to the MRC) were not viewable. As a result of this, the MRC and IAB accredited several vendors to measure viewability. The problem is that all the vendors are using slightly different tactics to measure viewability on a site, so there exists massive discrepancies among the vendors, causing issues and makegoods in the market.

Q What are the factors that affect an ad's viewability?

A Just because an ad loads above the fold does not necessarily mean that it will be considered viewable. Here's a common scenario: a user goes to PCWorld.com and while the page is loading, he opens a new browser tab and goes to his bank's website. After checking his bank account, he decides to do something else and closes his entire browser. Even though in the background PCWorld.com loaded and displayed ads that were above the fold, there was a browser tab on top of the page, so those ads are not deemed viewable at all.

Q What steps are being taking to improve viewability on our U.S. Media sites?

A On our sites, we've created what is called "lazy load" for our ad tags. This technology, built in-house, will only load an ad tag if the browser deems it "in view." If the browser is not in view then there will be a delay before the tags load to increase the chance of serving a viewable impression. Since this was launched on our sites, we have seen a dramatic increase in viewability. Another step we are taking is working with our ad server (Google's DFP). We are alpha testing their vCPM [viewable CPM]. This allows us to target only viewable impressions as determined by the ad server. Once we go live with this product in October, we will be able to take guaranteed 100% viewability deals.

Q Are viewability concerns/issues different for different devices and/or for desktops/laptops vs. mobile devices?

A As a trend, we typically see that mobile devices have a higher viewability simply because the screens are smaller and the ads take up more space. AdOps always recommends we run large units for campaigns with viewable needs. The bigger the ad on the page, the better the chance it will be viewable.

Q Where does ad blocking factor into the whole issue of ad viewability?

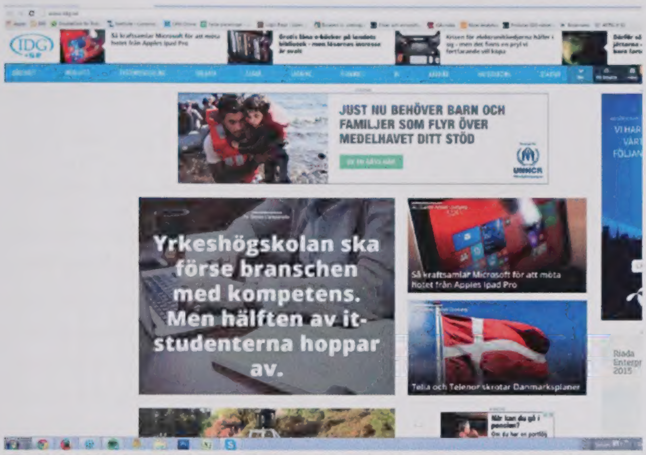
A Ad blocking is definitely an issue in our industry now as people are visiting sites without "paying" for them by viewing the ads. Our ad server will not count an impression that was served to an ad-blocked site though, so we don't lose any impressions through this. Because the impression is not counted as served, then it can't be deemed viewable or not — the only thing this affects is the amount of overall impressions we have to serve.

Q Won't all advertisers want 100% viewable campaigns?

A Many of the advertisers we work with will want 100% viewable campaigns. But it costs more. And just because we don't have a viewability requirement on an ad doesn't mean that it won't be viewable, there's just not a guarantee against it. Advertisers who want more impressions for less money will have to cut their viewability guarantee. And viewable impressions are a commodity that has a finite number. Once we sell all our viewable impressions, we can't make more, so advertisers have to get their orders in

continued on page 6

IDG Sweden donates unused ad inventory to refugee relief groups



Så kraftsamlar Microsoft för att möta hotet från Apples Ipad Pro

JUST NU BEHÖVER BARN OCH FAMILJER SOM FLYR ÖVER MEDELHAVET DITT STÖD

Yrkeshögskolan ska förse branschen med kompetens. Men hälften av it-studenterna hoppar av.

Så kraftsamlar Microsoft för att möta hotet från Apples Ipad Pro

Telia och Telenor skrotar Danmarksplaner

The United Nations High Commissioner for Refugees has been running this ad on IDG Sweden sites urging readers to make donations to assist in relief efforts.

With media attention — and hence, public attention — suddenly focused on the ongoing plight of refugees attempting to flee civil war in Syria and surrounding areas, many people are asking how they can help. In Sweden, one of the countries most sought after as a destination by these refugees, many citizens are committed to finding ways to help those who manage to make it there, said **Per Danielson**, chief content officer for IDG Sweden.

"I had begun to get a lot of questions from colleagues at IDG Sweden — many of whom were already helping by donating money, clothing and toys — about what we as a company could do to help," he explained. Noting that most media companies in Sweden are running campaigns to raise money for various charities committed to helping those fleeing war in Syria, Danielson said, "we also see plenty of examples where companies are choosing to postpone various kickoff celebrations and instead donate the hundred thousand crowns they would have spent to relief organizations."

Danielson spoke with IDG Sweden Business Manager **Yasmin Tilles**, who came up with the idea of donating unsold advertising inventory on all of IDG Sweden's websites to several relief organizations including the United Nations High Commissioner for Refugees (UNHCR), the Red Cross and Doctors without Borders.

"We contacted these groups and instantly got positive responses from them. They were very grateful and excited for this opportunity." To date, only the UNHCR has supplied ads, Danielson said, adding that they will run through Oct. 10.

For more information, contact Per Danielson. ■

IDC Canada internship program gives immigrants valuable work experience

Every year since 2006, IDC Canada has provided work opportunities for a few new immigrants to Canada. These short internships, usually lasting about two months, provide valuable work experience to the interns while boosting productivity for the full Canadian team, sometimes bringing new skills to the table.

Typically, IDC Canada works with a new-Canadian placement organization like Polycultural Immigrant & Community Service or Dufferin-Peel Catholic District School Board to identify likely candidates, explained **Barbara Hall**, IDC Canada director, marketing and operations. "These organizations are familiar with our needs and highlight candidates they think would be useful at our company." IDC Canada has given more than 45 interns work experience since 2006.

Tus

Most recently, IDC Canada hired **Yulia Tus** for an internship. Tus and her husband recently relocated to Canada from Ukraine. They are both skilled graphic designers and came to IDC Canada through the Polycultural Immigrant & Community Service.

"Although IDC Canada does not have any formal graphic design positions, we brought Yulia on board as an intern to refresh a bunch of our marketing materials and designs," said Hall. "Yulia did such a fantastic job creating new website banners and promotional material during her internship that we hired her as a contractor for another month afterward and plan to use her as an occasional contractor in FY16. We hope that this Canadian work experience will help Yulia find gainful employment in Canada soon."

Hall noted that on occasion, the interns find paid employment before their internship ends. "We couldn't be happier when that happens," Hall said, adding, "if any other IDG or IDC business units require some graphic design assistance, for permanent or contract work, Yulia can be reached at tus.yulia@gmail.com.

Wang

IDC Canada has also offered permanent positions to some highly qualified interns. "One of our first interns from 2006 was **Steve Yang** who came to us through the Dufferin-Peel Catholic District School Board," Hall said. "He had a work history in the telecom sector in China and fit in nicely with the team. After his two-month internship, we hired him permanently. Steve still works for us today and is a valuable member of the mobility team."

For more information, contact Barbara Hall. ■

Job Spotlight

On the job: Audience Services Supervisor

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Barbara Davis

Title Audience Services Supervisor, IT World Canada

What an audience services supervisor does I'm responsible for handling the day-to-day activities in our small call center located within IT World Canada's (ITWC) office. This includes creating the daily schedule for our telemarketers and holding daily meetings where we review new and existing campaigns including event registrations, subscription drives on all brands and ITWC-specific research such as readership studies. We work on up to three campaigns at a time. I answer questions and provide help for customer-centric sales training that teaches tips and tricks for making respondents comfortable. We also review scripts and procedures to help to ensure the highest rate of response. I supervise six people in the call center. Our hours are from 8:00 a.m. to 7:00 p.m. to cover Canada's six time zones.

The services I provide and who my customers are Our primary customers are the in-house marketing and event managers who give us various campaigns to be completed in a timely manner.

The key skills required for my job An excellent understanding of audience and subscriber services and the ability to deliver effectively and efficiently over the telephone. Just as important is the ability to organize the work for our staff, rectify and resolve any problems to the satisfaction of the subscriber and utilize such situations as a learning tool for the telemarketers.

A typical day We start the day with a meeting to review the previous day's work, such as how many calls were made, how many people we reached and the conversion rate, as well as go over the daily work schedule. If there are new campaigns, we review the script and criteria together. I liaise with our audience services office and get statistics from them as well as the scripts and files to be uploaded into our telemarketing system. I review the scripts and quite often work with various campaign managers. If there are problems with registration for events or a subscriber's file, I answer questions from the telemarketers and call on other resources to assist me when necessary. I update our schedule for new campaigns, campaigns on hold and completed campaigns. I handle requests from the campaign managers and discuss any issues with them and my supervisor. I answer questions from telemarketers and constantly assist them with training so that we are all on the same page.

Audience Services Supervisor ***Barbara Davis*** *joined IT World Canada in 2012.*

Best part of my job Working daily with our telemarketers and other team members. It is truly rewarding when we meet and/or exceed the criteria set for us. I really feel great when our subscribers or attendees tell me that they have spoken to our telemarketers and are very impressed with them. I have always loved interacting with people on the phone, and I have always enjoyed research.

Most challenging part of my job Handling an event campaign that has an extremely short lead time after receiving the campaign order. In such situations I jockey our scheduling around to ensure we fulfill our obligation.

A recent accomplishment I recently received an email from our audience services manager regarding a campaign we just started. She estimated that we had already registered 24 out of 30 attendees with one day of telemarketing, and she said that our performance was absolutely awesome considering such a short time frame.

What my colleagues would be surprised to learn about me I beat Stage 2 diabetes. It took me three years to do it. I lost weight, changed my eating habits, exercised and kept a daily journal. It is amazing what you can do when you fear something — like the effect of diabetes and needles. I've maintained pre-diabetic status for two years. I also have two rescue dogs — Luke, a white Siberian husky-German shepherd, and Toby a black Lab. ■

noteworthypeople

Promotions

Michael

IDG Global Solutions EMEA VP **Neil Michael** has been promoted to senior vice president. "Many things stand out about Neil," said IGS EMEA President **Kumaran Ramanathan**, "but the most impressive is his unquenchable belief in his ability to get the job done. He backs himself to succeed based on a strong core foundation — superb product knowledge, excellent client relationships and a competitive edge that marks him as a formidable asset for IDG. Under his leadership we have seen the IGS EMEA team transform from essentially an agency trading team to a fully rounded client and marketing services group that reflects the overall companywide strategy. Throughout the five years we have worked together, I have seen Neil grow in confidence, change the opinion of senior colleagues, lead his team through tough times and always remain true to himself with that raucous laugh and indomitable sense of humor." neil_michael@idg.com

New employees

Rivkin

IDC Health Insights has hired **Jeff Rivkin** as research director of Payer IT Strategies; he will be responsible for research coverage on health care reform, payer business and technologies priorities, constituent and consumer engagement strategies, among other trends in the payer community. He was previously enterprise architect at CareFirst Blue Cross/Blue Shield. A graduate of the University of Maryland, he holds an M.S. in computer systems management, as well as a continuing education certificate in leadership strategies for information technologies in health care from Harvard School of Public Health. jrivkin@idc.com

Ayoub

Also new at **IDC** is Research Director, Security Products **Robert Ayoub**; he comes from NSS Labs where he was research director, Quantitative Analysis. He earned a B.S. in computer science from the University of Texas/El Paso and an MBA from the University of Texas/San Antonio. His chief interests outside the office include "keeping up with his two daughters, ages four and one and playing guitar — oldies, folk rock, blues — whenever I can." rayoub@idc.com

Gelnaw

PETER SHORT

Angela Gelnaw joins **IDC Framingham** as a senior research analyst, a title she also held at her previous job with Bain Capital, LLC where she worked with the investment deal staff on due diligence research in the tech/media/telecom vertical markets. She holds a B.S. in business from the University of Georgia's Terry College of Business and an M.S. in library and information science from Simmons College in Boston; she is currently an MBA student at Boston College's Carroll School of Management. Away from the office she enjoys running, reading and cooking. agelnaw@idc.com

Vazquez

Martha Gomez Vazquez joins **IDC**'s Worldwide Security Services team as a senior research analyst. Previously a senior analyst at the boutique analyst firm of James Brehm & Associates, she holds a B.S. in biology from Texas State University and an MBA from Our Lady of the Lake University in San Antonio, Texas. She enjoys horror and sci-fi movies and books, exercise and "running after my crazy nine-year-old son." mgvazquez@idc.com

Hebert

New at **IDG.tv** is Junior Videographer and Editor **Christopher Hebert**. He was previously a videographer and editor with Pagano Media where he oversaw productions from concept to delivery, including shooting, editing and graphics. He graduated from Fitchburg (Mass.) State University with a B.S. in film and video. In his free time he enjoys being outside and playing video games. chebert@idgcommunications.com

Carlos Gonzalez joins **IDC Florida** as consulting director, Latin America. He previously ran his own market intelligence and business development company, Bunaro Marketing Services, for five years and has also worked at Sun Microsystems as marketing director, Latin America. He earned a B.S. in chemical engineering from Venezuela's Universidad Simon Bolivar and an M.S. in industrial engineering from the University of California/Berkeley. He enjoys cooking and painting. cgonzalez@idc.com

continued from page 3

One on One

sooner than later if they want viewability guarantees.

Q Can't we just sell only above the fold ads to take care of viewability?

A Believe it or not, an above the fold ad does not equal a viewable ad. If a user loads a page and then quickly scrolls to the bottom of the page to find something, the above the fold ads are not viewable, but the bottom ads might be. I tell publishers all the time that just moving ads up on their page will not necessarily increase their viewability. Larger ads, fast load times and lazy loading gets them the increases they want.

Q Any advice you can share with other business units just getting started in this area?

A It's important to stay on top of the IAB and MRC in regards to viewability. When these organizations released viewable impressions as an advertising currency to the market a year ago, they told advertisers and agencies that it would take another year for publishers to catch up. Despite this, advertisers and agencies started buying viewable impressions and demanding viewability almost immediately.

As a company, it is also important that we give the IAB and MRC feedback. When dealing with agencies, it's critical to understand their viewability expectations. Most of the MRC-accredited vendors agree that it is extremely difficult for a publisher to adhere to 100% viewability, which has created a bit of a space race to determine which publishers can promise it first (IDG is among the first!). It puts us in a great situation, but we need to make sure we are charging an upcharge for viewable impressions as the supply of total impressions decreases. Keep conversations going and teach your clients, that's the best advice I can offer!

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
John St. Martin *IDC*

24
Jim Duffy *U.S. Media*

22
Edith Höllersberger *IDG Germany*

18
Johanna Ambrosio LaPlante *U.S. Media*
Barbara Hall *IDC Canada*
Tanya Braitchouk *IDC U.K.*

17
Mike McGoldrick *U.S. Media*

15
Thomas Schwieters *IDC*
Sara Scogland *IDG HRSD*

11
Jen Sand *IDG List Services*

10
Stephen Galeotalanza *U.S. Media*
Jeremy Rueb *IDG Strategic Marketing Services*
Joakim Arstad Djurberg *IDG Sweden*

8
Oskar Hlinka *IDC CEMA*

7
Marek Kujda *IDC Poland*
Kelly Quinn *IDC*

6
Zulfiya Getmanchuk *IDC Kazakhstan*
Michael DeHart *IDC*

5
Leslie Haasch *U.S. Media*
Maciek Gornicki *IDC U.K.*
Abhijeet Dugar *IDC*
David Baron *IDC*

4
Gabriela da Piedade *IDC Brazil*
Winona Seibert *IDG Corporate Services Group*

3
Ayesha Salim *IDG Connect*

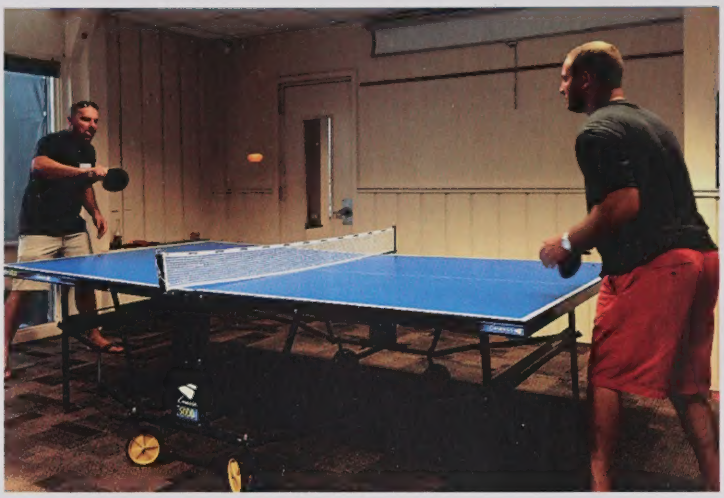
2
Libor Dvorak *IDC CEMA*
Luca Russo *IDC Italy*
Jiri Rybar *IDC CEMA*
Tomasz Wilczynski *IDG Poland*

1
Malak Al Hassan *IDC Saudi Arabia*
Jean Francois Segalotto *IDC Italy*

Please send anniversary information to world_update@idg.com.

IDC's Framingham-based employees kick back at summer outing at nearby Warren Conference Center

Some 200 Framingham, Mass.-based IDC colleagues enjoyed a little down time earlier this month at a summer outing organized by IDC Associate HR Representative **Lauren Yanuskiewicz**. Held at the Warren Conference Center in Ashland, Mass., the afternoon featured a barbecue buffet — complete with ribs, burgers, chicken and an ice cream cart — and lots of activities including softball, volleyball, horseshoes, croquet, bocce, ping pong, tennis and plenty of canoes and kayaks. ■



*Above: **Anthony Elworthy**, sales epresentative (l), and **Kyle Razzano**, sales representative, do battle at the ping pong table. Below, **Sarah Nadeau**, customer service representative.*

*(L-R): **Kayla Skerry**, temporary marketing specialist; **Leslie Short**, benefits & compensation director; and Peter **Short**, operations manager.*

Calling all social media account managers

The IDG Corporate Marketing group is updating its list of employees who manage IDG's social media accounts around the world. If you manage any of these accounts (Facebook, Twitter, YouTube, LinkedIn or Pinterest) on behalf of your business unit, please email Lauren Kirchberger with your name and a list of those accounts.

celebrating20

David Bromley

Assistant Editor/ West Coast

IDG World Update

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. San Francisco-based IDG World Update Assistant Editor David Bromley traveled to London.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Per Danielson *IDG Sweden*
Barbara Davis *IT World Canada*
Barbara Hall *IDC Canada*
Josh London *IDG Communications*
Anthony Polcino *U.S. Media*

Joined IDG

According to my 10th-anniversary pen and pencil set, April 14, 1986.

Career path

I started my IDG career as a copy editor at Computerworld, moved to the IDG News Service as news editor, then was managing editor with IDG Newsletters, worked at IDG Books for a week (I've forgotten my title) and then joined IDG World Update.

Who I traveled with

My good friend Nicholas Swanson, a former PC World intern and now a software designer with Change.org.

Why I picked this trip

London is my second favorite city. I'm fortunate enough to live in my favorite. (Sydney, you're third.)

Trip highlights

Nicholas and I are big fans of the BBC TV series "Sherlock" and when it was announced last year that its star, Benedict Cumberbatch, would be playing Hamlet in London in 2015, I said to him, "Want to go?" I bought the tickets online a year ago when they went on sale (the entire run sold out in two days). Nicholas is an ardent soccer fan in general and an Arsenal fan in particular, so it was his job to get tickets to an Arsenal match. After touring Emirates Stadium where they play, we saw Arsenal handily beat last-place Stoke City 2-0.

At London's Barbican Center following a performance of "Hamlet."

We spent a lot of time just walking (and battling construction projects on nearly every corner; apparently, the entire city is being rebuilt) and getting lost-ish. We'd both been to London before and didn't need to see the tourist attractions again, which left us with plenty of time to visit with IDG friends. IDC EMEA Marketing Director **Mat Heath** had us over to his house for brunch. IDG Global Solutions Marketing Manager **Joe Altria** met us later in the week for a long meal.

*IDC U.K.'s **Mat Heath** with his children Beatrix and Eugene at Olympic Park.*

To paraphrase a text from Nicholas once we got home, "the trip was immensely enjoyable. Thanks, ~~friend,~~ IDG!"

Nicholas at the Tate Modern art museum.

Arsenal vs. Stoke City from the nosebleed seats at Emirates Stadium in North London.

IDGWorldUpdate

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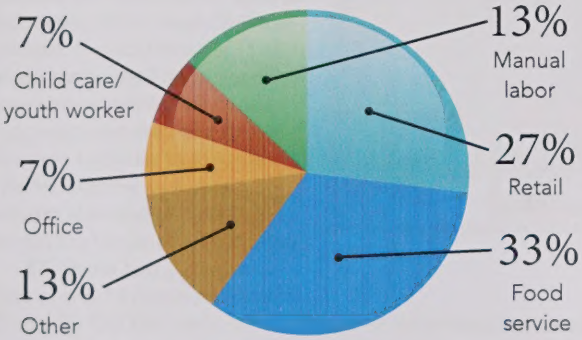
IDG Germany's Experts Network drives views, broadens coverage

Launched in January 2014, the 380 contributors to IDG Germany's Experts Network were responsible for driving more than 275,000 page views on IDG Germany sites last month.

SEE MORE ON PAGE 4

Question of the week results

What was the nature of your first job?



Log on to www.idgcentral.com to vote on this week's question:

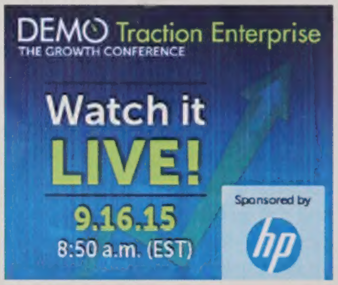
What do you think of roller coasters?

CLICK HERE

Also inside

- IDG Germany generates revenue with IFA show daily
- IDC North Africa adds staff, research offerings
- First Insights Digital Summit showcases IDC India's Digital Transformation Index
- One on One: IDC's Rick Villars
- IDG Credit Analyst Cathy Garland celebrates 20 years

Journalists invited to alert readers to upcoming live stream of DEMO Traction



The second DEMO Traction, which debuted in San Francisco in April, will take place on Wednesday, Sept. 16 in Boston. The event is designed to help connect fast-growing, promising start-ups with customers and later-stage investors.

"DEMO Traction is a showcase for companies that have already launched and are on the cusp of tremendous growth" said IDGE SVP and General Manager, DEMO **Neal Silverman**. "We saw a need in the marketplace for early-stage companies that were struggling to get their first customers and gain traction in the market." Silverman said he and his team have also encountered senior IT executives with a strong interest in working with emerging technologies. "Connecting the DEMO community of founders, investors, the CIO Executive Council and enterprise buyers was a natural growth opportunity for the DEMO brand."

In an effort to reach interested parties beyond the on-site audience, all the presentations will be live-streamed. IDG Enterprise's U.S. sites will feature the stream on their home pages.

Any international publishers interested in streaming these broadcasts on their sites are invited to contact Silverman. Journalists are welcome to help build interest in the event by following and retweeting the #DEMOTraction hashtag so their readers can connect with the live event. For more, click here or contact Neal Silverman.

IDG Germany adds to bottom line with revenue from IFA show daily

*PC-Welt Editor **Panagiotis Kolokythas** (right) provided on-site coverage of IFA for IFA Heute, the show daily produced by IDG Germany. He also worked with PC-Welt Editor **Dennis Steimels** (left) and Freelance Video Producer **Christian Seliger** (center) to produce 19 videos for PC-Welt.tv and the brand's YouTube channel.*

For the fourth consecutive year, IDG Germany produced IFA Heute (IFA Today), the official daily newspaper for IFA 2015, one of Europe's largest consumer electronics trade shows. During the six-day show in Berlin earlier this month, IDG Germany distributed 240,000 copies of the free 36-page paper to showgoers and the 1,645 exhibitors at the Messe Berlin convention centers and at the city's leading hotels.

IFA HEUTE

IFA

Montag, 7. September 2015

Schneller zu Hause!

Susanne Daubner

TecWatch: Technik hautnah erleben

Alle Shows

Alexander Herrmann

Alle Gewinnspiele

Hallenplan

Alle Aussteller

IDG Germany has published IFA Heute since 2012.

PC-Welt Editor **Panagiotis Kolokythas** worked from Berlin on the latest news and reports for IFA Haute and sent his content back to the production team in Munich for layout. His colleagues there were PC-Welt Editor-in-chief **Andreas Perband**, Managing Editor **Andrea Kirchmeier**, Editor **Hans-Christian Dirscherl**, Project Manager **Kerstin Langenfeld** and Layout/Design Specialist **Andreas Förth**. That group sent the issue by late afternoon each day to the printer in Berlin, and the publication was ready for distribution by 6 a.m. to get into the hands of early visitors.

IFA Heute had 23 pages of editorial and 13 pages of advertising sold by IDG Germany; an average of 22 advertisers appeared in each issue. For the first time, all issues of IFA Haute were available as free downloads on pcwelt.de, macwelt.de and ifa-berlin.com.

"We were able to increase both revenue and profit this year — revenue was up 23.8% over 2014 and net profit increased by 50% — and we plan to expand this project with a digital edition in the future," said IDG Tech Media Publisher **Jonas Triebel**. "This was a great job by our team."

Write to Panagiotis Kolokythas. ■

IDC expands research offerings, adds staff in North Africa region

IDC is in the midst of strengthening its presence in North Africa to better meet the needs of a region that IDC expects will see IT spending exceed $30 billion by 2019. The initiatives include increased collaboration with the region's IT community for events, new research and advisory programs and the hiring of a new regional manager and additional analysts.

*Newly appointed IDC regional manager **Mohamed Zizi** spent the past eight years at HP.*

Mohamed Zizi, who has more than 20 years of ICT industry experience, most recently as business development manager at HP, was hired Aug. 31 as regional manager for North Africa and Francophone Africa. Based in Casablanca, he replaces **Ouafa Kathir**, who had held the post since 2011; IDC has had an office in Morocco since 2007.

According to **Jyoti Lalchandani**, group VP and managing director for IDC Middle East, Africa and Turkey, Zizi's first priority will be to enhance IDC's relationships with ICT vendors, industry partners and CIOs. "Mohamed has a proven track record of generating revenue streams across numerous territories, including Kenya, Ghana, Libya and his native Morocco, and his vertical-specific expertise spans software, telecommunications, and banking, to name just a few," he said. "Appointing a manager with a comprehensive mix of channel, vendor, and end-user experience was a key requirement, and in Mohamed we have found all these qualities and more."

North and Francophone Africa includes: Morocco, Algeria, Tunisia, Libya, Mauritania, Mali, Niger, Senegal, Guinea, Cote d'Ivoire, Burkina Faso, Togo, Benin, Chad, Cameroon, Central African Republic, Gabon, Republic of Congo and Democratic Republic of Congo.

The regional office plans to have six people on staff by the end of 2015. The team will launch new mobile phone research in Morocco, Tunisia and Algeria and expand tablet research into the latter two.

On the events side, the Cloud, Datacenter and Security Roadshow will visit the region later this year and the IDC IT in Government Roadshow will stop in Rabat, Morocco, in December. The Francophone CIO Summit, which drew more than 290 senior IT executives this past year, will return in 2016 with new vertical-specific tracks, sessions for CXOs and women in IT and more time for networking.

IDC's IT Executive Program will also soon be available for the region's CIOs. The research and advisory services aim to help IT leaders learn how to mitigate risks, maximize the effectiveness of their IT investments, identify new opportunities and develop innovative solutions that align with their company's business objectives.

Contact Mohamed Zizi. ■

Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to onnect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

OneonOne

Rick Villars

IDC

IDC's vice president for Datacenter and Cloud is this week's columnist. Reach him at rvillars@idc.com.

> "Our CIO and IT executive clients are asking hard questions about whether they want to own/operate datacenters at all, and if not, how to best manage timing of the transition."

Q What exactly are datacenters, and how have they evolved?

A The term "datacenter" has a long history. Originally, datacenters were the rooms in headquarters that held mainframes and peripherals. Identifying and tracking these datacenter rooms was one of the first services Pat McGovern delivered when he launched IDC.

With the advent of client/server computing in the '80s, large companies built standalone datacenter buildings with unique HVAC, cabling, resilience, and security features to accommodate a growing installed base of computers, storage devices, and network gear supporting mission critical applications. These still account for most datacenters and datacenter space, but the total space started to decline in 2014.

With the rise of the Internet and the DotCom boom, traditional service providers and many start ups built large "datacenter warehouses" where companies could "host" all those web servers and app servers. These mega datacenter companies currently account for 30% of all datacenter construction, up from 10% in 2010. It will be up to 50% by 2020.

In today's world of the Cloud, Mobile, Social, and Analytics, which IDC calls the 3rd Platform, the datacenter is changing yet again. Companies like Apple, Facebook, Google, Amazon, Alibaba, and Microsoft are designing specialized facilities of such scale, sophistication, and cost that they are best described as "data factories." These datacenters account for just 2% of datacenter space but already hold more than 20% of all servers installed in datacenters.

Q How is the 3rd Platform disrupting today's datacenters, and how is it affecting who owns and operates data centers?

A Most datacenters built prior to the 3rd Platform were optimized to support companies' systems of record. They focused on managing and sharing information with internal employees. With the continued increase in processor capacity combined with the growing use of virtualization, converged systems and solid state, most companies now believe that they can meet their needs here while keeping IT spending flat in their internal datacenters. In fact, many are opting to let those facilities slowly age out, something IDC calls datacenter obsolescence.

With the advent of the Internet and the mobile explosion, companies started spending more of their money on systems of engagements and systems of insight (big data analytics) that are external facing and much larger in scale. Most corporate datacenters are in the wrong places and don't have the room for all the compute and storage needed to deliver and process all that content. Rather than take two years and spend large amounts of capital to build new datacenters, companies look to service providers like Digital Realty, Equinix, NTT Datacenter, CenturyLink and others to lease datacenter floor space for new IT assets. This separation is creating a "multi-datacenter" issue that has major implication for networking requirements.

These new workloads are highly variable in nature. They have short useful lives and are quite bursty by design. Rather than directly deal with the capacity planning issues posed by these apps, companies increasingly want to "rent" IT resources from cloud service providers, transferring the task of building and running elastic datacenters to a shrinking group of "experts" like IBM, Amazon, HP, Rackspace, BT, Google, Alibaba, Tencent or service providers around the globe. This concentration in who buys infrastructure hardware and software is a major contributor to the disruption we are seeing in the IT market.

Q Public cloud vs. private cloud: what's the difference, and who are the major players for each?

A The traditional distinction between public and private was whether the hardware running the cloud was dedicated to a single company (and typically built/run by that company's IT organization) or was available to any and all customers. The dedicated versus shared distinction is less and less useful due to the growing sophistication of virtualization across compute, storage, and networks (what IDC calls software defined infrastructure), the adoption of converged and hyperscale IT hardware platforms, and the growing use of managed services. Rather than focus on private vs. public, the two major distinctions will be location and variability of use.

On-premises clouds will support workloads where latency or data control requirements mandate local access to IT resources. Many advanced health care and Industrial IoT services have those requirements. Service provider clouds will be those where the values of operational efficiency,

continued on page 6

IDG Germany's Experts Network drives page views, broadens coverage

Beate Wöhe, *director, IDG Experts Network, (third from left) invited IDG Experts Network contributors to the office to discuss planned improvements to the network earlier this year.*

IDG Germany last month rolled out a new publishing interface for contributors to its IDG ExpertenNetzwerk (Experts Network) that greatly cuts down on the time staff must spend formatting articles for publication. Expert Editor, a "Microsoft Word-like interface," lets contributors write directly in the editor and send the file to IDG Germany's content management system, explained **Beate Wöhe**, director, IDG Experts Network. "Articles sent to our CMS from this interface are correctly formatted for our websites and include all necessary information for publication."

Launched in January 2014, IDG Experts Network is similar in many ways to the U.S. IDG Contributor Network. To date, some 600 would-be contributors have applied to the network, with 380 having been approved, Wöhe said. "Our contributors represent a wide range of backgrounds. They come from industry and IT companies. We also welcome analysts from market research companies such as IDC and Gartner, students and professors from several German universities, and freelance journalists." And at least one contributor, Vectra Networks Principal Data Scientist Oliver Brdiczka, writes for both IDG networks in the U.S. and Germany, Wöhe said.

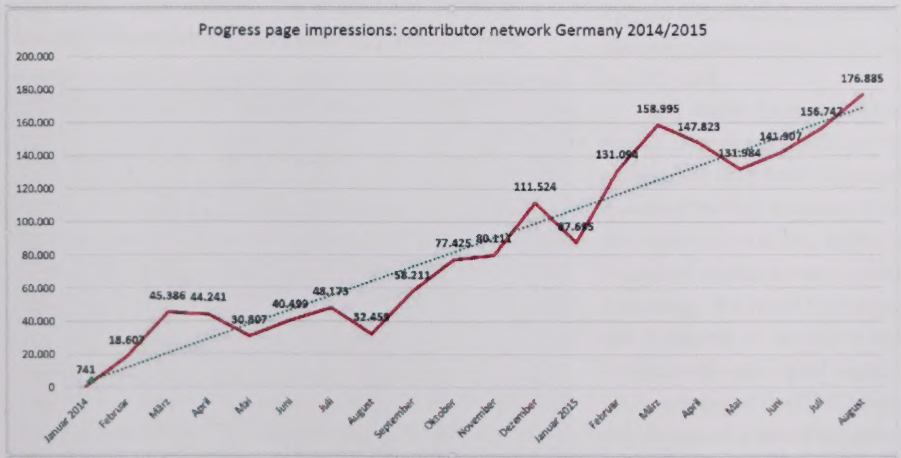
Earlier this year, Wöhe decided to invite a group of interested contributors to the office to share information about the network and discuss plans for improvements. In a testament to their engagement with the network, Wöhe said contributors signed up for the 15 spots she offered within an hour. One improvement to come out of the meeting, said Wöhe, was establishing a Yammer group for the contributors to use to connect with each other and with the editorial staff at IDG Germany. Following the meeting, Wöhe said she made her presentation and a summary of the discussion available to the entire group of contributors.

Currently, contributors are providing between 50 and 60 articles per month. Contributors, who are not compensated, are not required to commit to a minimum number of articles, but Wöhe said the welcome packet each contributor receives includes a recommendation that they publish least two times per year. Contributors are assigned to the brand for which they have applied, but Wöhe, who edits each piece, said she often republishes content on other IDG sites as well. Contributors are also free to write about whatever they choose — within the scope of the publication to which they are assigned — but are prohibited from any sort of marketing or advertising of their own products or services.

"The additional content provided by contributors not only increases page impressions and visitors to our business sites, but because they come from such varied backgrounds like universities and different industries, our contributors often produce content outside of what our in-house journalists focus on," Wöhe said, for example, IT in marketing or IT for the financial sector."

Wöhe said she keeps track of all the contributors using a Salesforce database,

continued on page 7



Progress page impressions: contributor network Germany 2014/2015

IDG Germany's Experts Network was responsible for more than 175,000 page impressions last month.

First Insights Digital Summit showcases IDC India's Digital Transformation Index

IDC
Jaideep Mehta,
Managing Director,
IDC South Asia
Welcome Address
Reimagine "product and services" – Why?
IDC

"Digital has evolved from a set of technologies to become a foundational constituent of business strategy, industry transformation and widespread disruption," said ***Jaideep Mehta****, managing director, IDC South Asia.*

IDC's first IDC Insights Digital Summit, held Aug. 7-8 in New Delhi, India, enabled business leaders to come together to better understand the process of digital transformation in enterprises, the disruption it is causing and the new business opportunities that are emerging. IDC India also presented its Digital Transformation Index, making it the most recent IDC office to benchmark the digital maturity of enterprises in the local market.

The free admission, invitation-only event, which sold out quickly about sponsors and turned a profit, drew 69 attendees and targeted CIOs and high-level IT managers as well as business collaboration leaders from marketing, finance, sales and operations departments at leading enterprises in India.

IDC presenters included **Avneesh Saxena**, group VP, Domain Research Group, IDC Asia/Pacific; **Dr. Christopher Holms**, managing director, IDC Insights Asia/Pacific; **Jaideep Mehta**, managing director, IDC South Asia; **Shalil Gupta**, associate VP, Insights and Consulting; and **Emilie Ditton**, head, Asia/Pacific Energy Insights and Australia Vertical Markets.

While the program included several keynote speeches, the agenda emphasized interactive opportunities for attendees to connect with IDC analysts, partners and each other through workshops, peer-to-peer discussions and roundtables.

India's first Digital Transformation Index was developed using the findings of a Digital Transformation Survey, conducted in July, of CIOs and IT decisionmakers from 50 organizations. The project was based on a research framework and methodology used by other IDC country offices.

The index outlines the maturity levels — resisters, explorers, players, transformers and disruptors — that companies pass through on their digital transformation journey and the steps they need to get to the next level.

In India, some 67% of respondents were between the digital explorer and digital player stages (i.e., "survivors") whereas only 5.5% of respondents have achieved a significant maturity as digital disruptors (i.e, "thrivers") who create new markets, remake existing markets and are fast-moving targets for competitors. Organizations need leadership, funding and skills to accelerate their digital transformation maturity, according to IDC.

Ten partners supported the conference led by Title Partner Hitachi Data Systems. Most of the partners had speaking roles; some of those sessions were moderated by IDC staff.

IDC India's Leadership Industry Partner was Spencer Stuart, a leadership advisory firm that has assisted global companies with their digital strategies and provided speakers for two sessions. One looked at how to prepare an organization for its digital journey and looked at the impact of digital across organizations, the disruption it is causing, the need for having a top-down strategy and the challenge to transform to be able to adapt to an innovation-driven digital world. The other session focused on how roles of the CMO and the CIO are evolving and the impact of those changes.

Write to Marketing Executive Komal Puri. ■

Event benefits local community

IDC India used the event, as it does for its Insights Awards, as a way to help support people in need. The company invited the charitable organization Karm Marg, which supports a children's home and education and training initiatives, to be its Social Impact Partner.

IDC India selects smaller organizations that don't have the name recognition of a well-known NGO, said IDC India Marketing Executive **Komal Puri**. Karm Marg had an exhibit booth, and a spokesperson had 10 minutes of stage time to spread awareness about the group's efforts. Attendees were given envelopes with which they could make donations if they chose.

noteworthypeople

Promotions

IDC New Zealand Telecommunication Research Director **Peter Wise** has been promoted to country manager, IDC New Zealand. In his new role, Peter will report to IDC Australia/New Zealand Managing Director **Ullrich Loeffler** who was his predecessor in the role. "Peter has been a leading part of IDC's local management team," Loeffler said. "His professional experience, sharp analysis and commercial mind has gained him great respect both internally and among our customers. We are thrilled to have someone of Peter's caliber lead the New Zealand team into the future." Wise will lead nine technology analysts who research the local IT, telecommunications, hardware and software markets, as well as a sales and events team. pwise@idc.com

Wise

New employees

Kirby Bywaters joins **IDC** as a regional account manager for the Enterprise Major Sales group working on IBM, SAP and EMC accounts. Previously vice president of business development at MoneyShow, Bywaters sold exhibit and sponsorship opportunities to financial service providers. A graduate of the University of Denver, he earned a bachelor's degree in International Studies and enjoys cooking, rooting for the Denver Broncos and attending live music performances. kbywaters@idc.com

Bywaters

Susan Moll joins the **CIO Executive Council**'s Strategic Enterprise Services team as senior manager, Program Development. She was previously senior program manager, Learning and Consulting Services with the UMass Donahue Institute where she developed custom learning and development programs for organizations across public, private and non-profit sectors. She holds a BBA in marketing from the University of Massachusetts/Amherst and outside of the office "my three teenagers keep me very busy!" smoll@cio.com

Moll

Learn about ABM360

.tv
Jason Tenenbown
VP, Innovation & Program Architecture
IDG Strategic Marketing Services
www.idg.com

*In this brief video tutorial, **Jason Tenenbown**, VP, Innovation & Program Architecture, IDG Strategic Marketing Services, provides an overview of account-based marketing, explains IDG's strategic advantage in this area and offers a brief look at the six products that currently comprise ABM360, IDG's new account-based marketing product suite.*

continued from page 3

One on one

concentration of compute and data and the ability to support wide data distribution are critical. Virtually all consumer-centric services as well as many analytic services where access to diverse data sets is critical will be in those facilities. The other major distinction will be whether a service provider's cloud is optimized to support relatively steady-state workloads (like most apps in today's internal datacenters) or the highly variable workloads associated with all the"cloud native" apps like Netflix and Facebook as well as many big data analytics apps. Steady-state cloud operators like Oracle, Rackspace, VMware, Fujitsu, Hitachi, EMC/Virtastream, BlueLock, HP, BT, and Orange want to deliver capacity reliably for years, while variable cloud operators like AWS, Microsoft Azure, Aliyun (Alibaba), and Google want to resell the same asset 10 to 1000 times a day. Both types are necessary.

Q What about hybrid cloud? Where does that fit?

A Hybrid cloud is a product positioning strategy for software and hardware suppliers. It's also a services extension opportunity for integrators and service providers. For a growing number of IT organizations, it's a good description of the consequences of their past and current cloud investments; however, it doesn't describe the strategy they want to adopt going forward. They have a diversified portfolio of cloud services (on premise and off, SaaS and IaaS) that their company increasingly depends upon. They need to manage a growing range of assets in multiple internal and third-party datacenters. They are implementing a hybrid IT operations model with their own staff and their managed services providers. They want a cloud facilitator that is a partner, not just a provider of hardware, software or SaaS. This facilitator, a company like Datapipe, supports multiple cloud/datacenter options, provides transition financing, assists with network rationalization, and ensures data security and control.

Q What is top-of-mind for your clients these days?

A Our IT product and professional services providers along with facilities suppliers like Schneider, Emerson, ABB, and Commscope are clearly concerned about the accelerating shift and concentration of datacenter assets and buying power. It affects product design, go-to-market and current business models. One of the most concerning is that service providers are much more likely to demand "shared risk/shared reward" payment models and the pre-positioning of assets that affects revenue recognition and balance sheets.

Not surprisingly, our financial analyst and investor clients are concerned about how this change affects their assessments of the traditional IT leaders and and their ability to pick the right "new" winners.

Finally, our CIO and IT executive clients are asking hard questions about whether they want to own/operate datacenters at all, and if not, how to best manage timing of the transition. For some clients like GE, which is becoming a service provider itself, the real question is how do they change their datacenter investment calculations and practices to build a sustainable business. ■

ontinued from page 4

Experts Network

which makes it very easy to find the right contributor for a specific them. "When there is a big news story, I will sometimes ask a group of contributors if they want to write an article on the subject, too. For example, we have a contributor who works for a large German electricity supplier. So far, he has written eight articles on iOS 9 for business use — even before Apple released the new operating system. This, and many of the other articles from our contributors helps us get our sites on Google's first search page more often."

Wöhe said she is considering adding a gamification element to the network, awarding bronze, silver and gold status to contributors who attract a certain number of followers or whose posts garner a certain level of page impressions.

For more information, contact Beate Wöhe. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Cheryl Crivello *U.S. Media*

30
Mary Gibbons *IDC*

25
Maria Jose Marzal *IDG Spain*

20
Jos Shong *IDG Netherlands*

17
Stephen Clifford *IDC*

16
Wesley Dotts *IDC*
Thomas Mainelli *IDC*
Chris Sullivan *IDC Canada*

15
Wayne Humphrey
IDG Global Solutions
Gary Nagle *IDC*
Ray Hoskins *IDC U.K.*
Lawrence Surtees *IDC Canada*

12
Rasmus Andsbjerg *IDC Denmark*

10
Dana Zahorovska *IDC CEMA*

9
Janice Tong *IDG Australia*
Mary Conroy *IDC*
William David *IDC*
Rene Shoemaker *IDG Netherlands*
Michelle Sullivan *U.S. Media*

7
Cristina Bazilescu *IDC Romania*

5
Hamish Barwick *IDG Australia*

4
Caroline Askheim *IDG Sweden*
Brendan McGowan
CIO Executive Council
Jingwen Li *IDC*
Lauren Yanuskiewicz *IDC*
Julio Benedetti *IDG Spain*
Enrique Phun *IDC Peru*

3
Lauren Gill *CIO Executive Council*
Miriam Jezkova *IDC CEMA*

2
Matthew Ramsey
IDG Global Solutions
Leonard Kore *IDC East Africa*
Serdar Yegulalp *U.S. Media*

1
Sara O'Brien *IDG Australia*
Timothy Greene *IDC*
Dinh Hang *IDC*
Young Lee *IDG Korea*
Damian Madden *IDG Connect*

Celebrating 10

*IDG Communications Worldwide CEO **Michael Friedenberg** (far right) hosted a dinner at Boston's Grille 23 for employees celebrating a decade or more of service to IDG. (L-R): **Matt Goebel**, vice president, User Experience & Digital product, Digital Media Group, U.S. Media; **Grace Moy**, account director, IDG Enterprise Events; **Linda Cavanagh**, client services representative, IDG Connect; **Neal Silverman**, senior vice president, DEMO, U.S. Media; and **Johanna Himes**, director of digital operations, DMG, U.S. Media.*

Memorial charity run to benefit Dana-Farber Cancer Institute

The second annual Nora Searle Memorial Fun Run, to benefit Dana-Farber Cancer Institute, will take place on Sunday, Oct. 4 at 8 a.m. in Sherborn, Mass.

The 4.02-mile run (or walk) is organized in memory and celebration of the life of Nora Searle, niece of IDG Communications Worldwide Executive Assistant **Pamela Carlson**. Nora died in April 2012 at the age of 14, following a battle against cancer. Nora received care during her illness at the Dana-Farber Cancer Institute in Boston, Mass. Dana-Farber will receive all proceeds from the Fun Run as both an expression of gratitude and to support Dana-Farber's commitment to the highest caliber of innovative cancer research and compassionate patient-care programs. Interested employees are invited to join the run as runners or walkers or to make a donation. More information is available here or you may contact Pamela Carlson.

celebrating20

Cathy Garland

Credit Analyst

IDG

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. Cathy Garland, a credit analyst with IDG's Corporate Services Group in Framingham, Mass., traveled to southern Italy.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

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Neal Silverman *DEMO*
Rick Villars *IDC*
Beate Wöhe *IDG Germany*
Mohamed Zizi *IDC North Africa*

Joined IDG
January 1994

Career Path
Hired as a bookkeeper, now I am a credit analyst.

Who I traveled with
My husband, Terry, and I took a 14-day tour of Southern Italy at the end of May 2014.

Trip highlights
We started off in Rome and had dinner at a quaint little restaurant, where musicians serenaded us with many songs that I recognized from my Italian grandparents. We toured the Vatican and the Sistine Chapel; you cannot help but be in awe of the spirituality and artwork. We ventured on to the enormity of the Colosseum, and then City of Pompeii. Pompeii is filled with so many artifacts. It was amazing what survived underneath the ashes of the Mt. Vesuvius volcano eruption. It's hard to believe people have built houses where others were destroyed.

A boat tour around Capri was the perfect way to appreciate the beauty of the blue water against the limestone mountain.

I chose this tour because it was the only one I found that included Alberobello, the home of my father's parents prior to immigrating to the U.S. Alberobello is a quaint little town, famous for its dry stone Trulli homes that have cone shaped roofs.

A view of the peaceful Sicilian countryside.

Our final adventure was a fantastic dinner at a Sicilian farm with a demonstration of how they make ricotta cheese; here I'm about to enjoy a sample.

Our trip ended with a ferry ride to Sicily where we visited the Taormina Riviera. Onward to Agrigento to see the Valley of Temples; amazing Greek structures that have survived so many centuries. After what we saw in Pompeii, I was a little hesitant to get too close to an active volcano, but the tour of Mount Etna was more interesting than I expected. In Palermo we visited the wonderful Capo market filled with fresh fish, vegetables, fruits and meats.

My husband and I are very grateful to Mr. McGovern and IDG for establishing this 20-year anniversary tradition.

Matera's ancient town center is a World Heritage site.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE: MIKE FRIEDENBERG - *page 3* | UNSUNG HERO - *page 9*

Special issue

From the backroom to the boardroom

In honor of Labor Day, celebrated this week in the U.S. and Canada, IDG World Update asked business leaders to share the tales of their earliest efforts to earn a paycheck. Read on to learn more about the humble beginnings of some of the company's top managers.

Purveyor of pretzels

My very first job as a young teenager was working at my family's camp, which was called Twin Oaks Day Camp. It was an old farm that was turned into a camp, so I spent my summers painting barns, mowing fields, building horse stables, cleaning bathrooms, washing dishes and repairing tons of odd things. When I went to college, I actually started a soft-pretzel distribution business where I would go to Philadelphia every morning and then drive hundreds of pretzels back to University of Delaware and distribute them to the bars so patrons had something to eat while consuming their beverage of choice. Both were great experiences that I remember with fondness.

***Michael Friedenberg**, CEO, IDG Communications Worldwide*

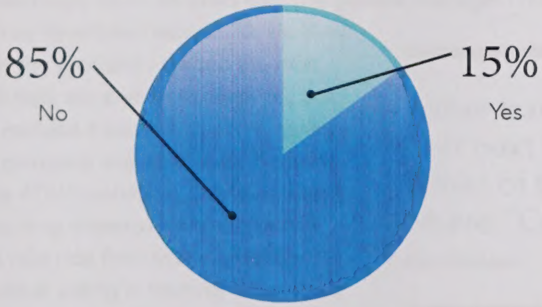
Tour de newspaper

My very first job, believe it or not, was delivering newspapers. I had just turned 15 and had the urge to earn my own money, because of a burning desire to own a moped. Living outside Copenhagen there were limited opportunities for teenagers to find jobs; my choice boiled down to mowing lawns for our neighbors or delivering newspapers by bicycle. I chose newspapers. I was really happy with my job and drove contentedly the approximately 10 miles every weekend and dreamed about my future moped. It was a lovely summer. Either I was very good at my job or very naive. At any rate, I was offered a year-round daily route. I immediately said yes — my goal seemed so close! What I had not

continued on page 2

Question of the week results

Do you generally pay for WiFi access on airplanes?



Log on to www.idgcentral.com to vote on this week's question:

What was the nature of your first job?

CLICK HERE

Don't miss out! One week left to enter the 2016 Photo Calendar Contest

2016
CALENDAR
CONTEST

Just one week remains to enter IDG's 32nd Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even a bit of fortune. First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted. Each entry should include your name, business unit, telephone and email address in the body of the email. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 14. IDG employees worldwide will select the 12 winning photos on IDG Central in September.

continued from page 1

First jobs

MICHELLE MAHER

understood was that there are big differences in newspaper routes on weekends compared to daily. My daily newspaper route was twice as long, and what also came as a surprise — to my teenager's live-in-the-moment perspective — was that the weather gets worse (in Denmark) when summer wanes. I spent a whole year bicycling 80 miles every week — that's actually more than riding a whole Tour de France. But, I got my moped and it works to this day . . . and I'm still with newspapers.

Brian Holmgaard, *CEO, Computerworld A/S*

Cerf the net

My first job out of college was a receptionist for a sales office. I remember waiting for the Hartford Courant every Sunday then spreading the paper out and circling any job ad that seemed remotely interesting with a big, black marker. I sent resumes to just about any Hartford-based company, and finally a company I had never heard of called me for an interview. The company was MCI, and I went on the interview having no idea who they were or what they did, I just needed a job, so I answered the ad and went! I walked into the vibrant office and noticed the average age was seemingly 22 to 25 years old. The general manager I met with may have been around 28. He hired me on the spot and I started the next day. It took me a while to catch on, but I soon realized it was the telecommunications company responsible for breaking up the AT&T monopoly providing equal access long distance for consumers. It was a wild ride from that moment on! I remember sitting in training classes and having the trainer say, "Now, I want each of you to go home tonight and surf the 'net at least three times." After transferring to Boston a year later I sat next to Vint Cerf (the so-called father of the Internet) and soon learned where "Cerf the net" came from!

Pam Stenson, *president, CIO Executive Council*

> "After transferring to Boston a year later I sat next to Vint Cerf (the so-called father of the Internet) and soon learned where "Cerf the net" came from!"
>
> *Pam Stenson*

In training

My first job was a subway train driver. I had just moved away from my mom's house and started studying at Helsinki University. I realized that living on my own was expensive and I really needed to work. I saw a job ad on the university's bulletin board. Helsinki City Transport was searching for part-time subway train drivers. I got the job, and it started with a two-month intensive training period. After that I got my subway train driving permit. I had that job for three years. It was almost like my childhood dream came true. I had the opportunity to be a train driver. My five-year-old son is very jealous.

Mikko Torrika, *editor-in-chief, Talentum Media Oy*

Impulse control

My summer job as a general store cashier in my first year of college is probably one of my most memorable experiences. Besides realizing how much I love the ringing of the cash register and the smell of money, I learnt how people could be manipulated into buying things on impulse, using what I was taught in my Psych 101 class. Since I was able to sell the candy bars nearing their expiration dates within one week after they had sat on the shelf for a month, the store manager gave me carte blanche to experiment with in-store displays, pricing promotions, product bundling and copywriting for local advertisement. The store manager wasn't in a position to promote me but gave me spot bonuses here and there, which worked out just fine since at that age I was more interested in having money to fund my expensive tastes in food and fashion.

Eva Au, *managing director, IDC Asia/Pacific*

Bean there, done that

In the summer of 1969 I was 16 years old and living in California's Central Valley, where the average daily temperature was 105 to 115 degrees Fahrenheit, when I got a job as a driver on a lima bean harvester. For those of you who haven't had the pleasure, a lima bean harvester is a very large moving contraption with conveyer belts and machinery flying in all directions as it consumes the plants in its path and ends up with a bin of beans. It was an incredibly hot, dusty and dull job. The next summer I made a career change and became a lifeguard at the local pool. Same temperature but unlimited free ice cream and swimming.

Kirk Campbell, *president & CEO, IDC*

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OneonOne

Michael Friedenberg

IDG Communications

The CEO of IDG Communications Worldwide is this week's columnist. Reach him at mfriedenberg@idgcommunications.com.

> "If there is one area where we still need to find an answer, it is mobile. We need to figure out a better monetization model around mobile, and that will be an area of focus for FY16."

Q You have often spoken of the importance of colleagues innovating constantly, executing flawlessly and delivering consistent results in order to secure IDG's position as the leading global tech media, data and services company. Can you offer an example or two of innovation you have seen at IDG this year?

A Innovation is the lifeblood of IDG, and I am very happy to see that innovation is still happening on a consistent basis even as we go through a transformational year. There are a few examples of new programs and product launches that have really captured the attention of the market. IDG Enterprise and the CIO Executive Council collaborated to re-launch AGENDA this year. It is a two-day conference focused on the topic of digital transformation and targeted toward CIOs and line-of-business decision makers. Another great launch has been ABM360. Focused on account-based marketing, this product suite identifies purchasing intent within a specific company and identifies the individuals who are making the specific purchase decision. It is the only ABM solution in the market that scales across display, demand generation and data. Lastly, the IDG Contributor Network is a network of vetted outside experts who write content for IDG properties. We have over 200 contributors in the U.S. and over 500 in Germany producing invaluable insights and traffic.

Q What are some of the most interesting/exciting media trends are you seeing, and is IDG positioned to capitalize on them? If not, what do we need to do?

A Wow! I could write a book on this question. Just to name a few: ad tech, video, data, native, social, mobile, account-based marketing, partner marketing, intent data, platforms, scale, curation/aggregation, content management systems, analytics, events, viewability, bot fraud, ad blockers, load times, etc. The good news is that we are addressing all of these trends. If there is one area where we still need to find an answer, it is mobile. We need to figure out a better monetization model around mobile, and that will be an area of focus for FY16.

Q What sort of progress are we as a company making in the area of ad viewability?

A This is a key area that we need to be diligent about for it will be a worldwide requirement in the coming months. In the U.S., **Anthony Polcino**, director of business operations, IDG U.S. Media, is leading the charge on various solutions and scenarios focused on four areas: campaign optimization, targeting, ad loading and page speed.

Firstly, IDG has a partnership with ad analytics firm Moat as our viewability vendor of choice. With Moat, we are able to see viewability by publisher, campaign, line item and creative level. AdOps uses Moat to optimize campaigns that have viewability benchmarks and guarantees.

Next, IDG is currently in alpha-testing with Doubleclick's targeted viewability product. Doubleclick uses ActiveView, an MRC-accredited vendor, to measure viewability. Currently, AdOps is using ActiveView, and we see very small discrepancies between this and Moat. On October 1, 2015, we will have the ability to guarantee 100% viewable campaigns on a global basis.

On the ad loading front, all of our U.S. owned and operated sites now have lazy load for their ads. This technology, developed by IDG Digital Media Group, will only load ad tags for an active browser tab. While this does not guarantee 100% viewability (since a user could have ad blocker on, could scroll down the page before the ad tags load or could have another browser cover the page), it has greatly increased our overall viewability in the past few months. Both IDG Enterprise and IDG Consumer & SMB sites in the U.S. have over 50% viewability, according to Moat.

Finally, page load times are a key requirement for better viewability scores. The longer a page takes to load, the lower viewability tends to be. The U.S. is beginning to test load times to help raise our viewability scores. I strongly recommend that each country put attention to this topic for it will be a requirement in short order for everyone.

Q What are some of the key themes you are hearing from IDG's readers these days?

A The theme of the year for both readers and advertisers is digital transformation — what technologies, practices and talent must businesses adopt in order to be a true digital business? In addition, other key themes from a B2B reader perspective are cybersecurity, the app economy, Internet of Things, CIO-CMO relationship, rise of LOB and tech decision making, robotics, artificial intelligence, 3D printing and growth. From a core tech perspective cloud, social, mobile, analytics and security continue to dominate the conversation. On the B2C side, topics like Win-

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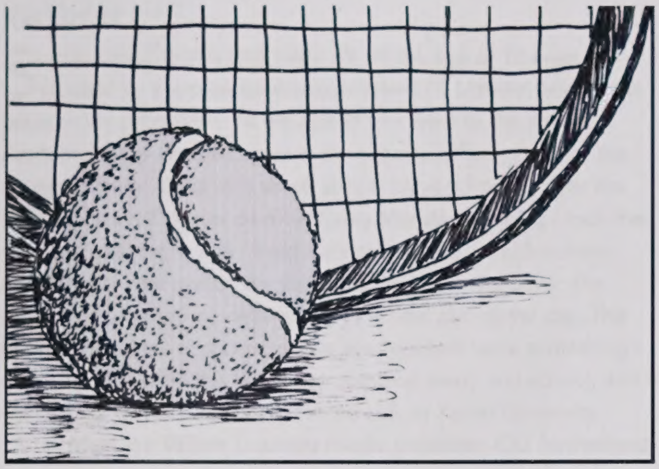
First jobs



MICHELLE MAHER

Net gain

During the summers of my late high school years and through college, I worked for the New York City Parks & Recreation Department running its free tennis clinics for inner city children in the borough of Queens. The program was initiated by Billie Jean King, the legendary female tennis pro, who first learned to play tennis in the public park system. She was a big proponent of developing U.S. tennis talent from every corner of the country. I was a competitive tennis player on scholarship at university and believed in that cause. So, I saw this job as an opportunity to do something I loved and make money at it at the same time. At the beginning of each summer season, I recruited instructors for each of the 12 parks in my borough, worked with them to sign up interested children and arranged cross-borough tournaments at the end of the season to give the kids a chance to compete. I also ran my own park. It was always heart-warming, often hysterical, and at times, a bit hair-raising.

Imagine having 50 children, ages 7 to 15 years, spread across four courts, taking lessons and running drills from 8 a.m. to noon and 2 to 5 p.m. every day. Then imagine taking a large subset of those kids on the NYC subway system to compete against a similar team in Brooklyn or the Bronx. That job helped hone my leadership, mentorship, ownership, social responsibility and baby-sitting skills. Moral of the story: aspire to do what you love, so you always love what you do.

Dina M. Roman, *EVP/GM Video, U.S. Media*

> "I learned many things from this experience: 1) Everyone in an organization makes a big contribution, 2) Extreme heat causes weight loss — lost nearly 10 pounds that summer, 3) Think twice before sending a steak back. I have seen what angry cooks might do to it."
>
> *Crawford Del Prete*

Kitchen confidential

In the summer before college, I took a job as a dishwasher in a steak house in Saratoga Springs, N.Y. The job consisted of removing hot dishes from drying racks as they came out of a dish dryer and stacking them on a shelf directly to my rear adjacent to a live charcoal fire pit. I was working in a 25-square-foot patch of kitchen sandwiched between two sources of extreme heat. As I quickly learned, my function set the pace for the kitchen, as without clean dishes meals could not be served. Therefore I was "aggressively encouraged" by cooks, waiters and a supervisor with a colorful vocabulary to "go faster!!" in order to serve as many patrons as possible per evening. I learned many things from this experience: 1) Everyone in an organization makes a big contribution, 2) Extreme heat causes weight loss — lost nearly 10 pounds that summer, 3) Think twice before sending a steak back. I have seen what angry cooks might do to it.

Crawford Del Prete, *executive VP, Worldwide Research Projects and chief research office, IDC*

Egged on to success

Growing up in a farming community in Iowa offered ample opportunities, from an early age, to understand the importance of work, from helping with various farm chores, corn de-tasseling and bailing hay to doing construction and yard work (I also had a daily paper route by age 10). However, the one job that left a lasting impression on me was working after school and summers in an egg processing plant. As a teenager I was initially assigned the worst part-time job in the plant, the daily cleanup shift, which entailed scrubbing down and washing all of the machinery, conveyor belts, etc. covered with broken, rotten eggs from the day's storing, sorting, washing and packaging. Over time though, given my willingness to work fulltime and overtime in summers, I was allowed to do almost every job in the plant, including picking up eggs at chicken farms, unloading trucks, stacking eggs on conveyor belts, candling, packing eggs in cartons on an assembly line and delivering eggs to supermarkets. Although it was all very physically-demanding work (not to mention smelly!), it exposed me early on to all the aspects of how a business functions. I also learned a great deal about eggs, was able to save a lot of money for university and was highly motivated to get out of agribusiness! And believe it or not, I still like eggs!

Steven Frantzen, *SVP, EMEA Region; managing director, CEMA Region, IDC*

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First jobs

Kickin' it

Soccer paid the bills until I was 25. At the age of 12 I was scouted by a professional soccer team, FC Utrecht, and sports became my profession. At the age of 14 I went to the soccer academy of Go Ahead Eagles in Deventer, a different part of the country, where I lived with seven soccer players from all over the Netherlands with foster parents. Every Monday morning I took the train to Deventer, where I lived during the week, until Saturday evening after the game. We trained once or twice a day in the morning and evening, while going to school during the day. The team atmosphere and competitive environment were something I truly enjoyed. After this I chose to combine study and school, and I went on to play college soccer in the U.S. at Xavier University.

***Maringo Vlijter**, business media publisher, IDG Netherlands*

MICHELLE MAHER

Chef Charles

Should be no surprise to many that my first real job was related to food! In my junior year of high school I got a job making sandwiches, ladling out soup and serving prepared foods at a little café in Wellesley (Mass.) Center (Christin's Charcuterie…long gone now. A couple months after starting the head line cook walked out in the middle of dinner service, and I was thrust into the world of cooking. From that point on and all the way through college I was making a living behind the "line." After graduating college and not being able to find a "real" job a friend of mine said that the resort he was working at (Lake Champlain Islands, Vt.) just had their executive chef walk out (funny…repeating pattern) two weeks before their season started. Next thing I know I'm running the entire back-end operations of a high-end resort restaurant. I did this for a couple years and, no question, one of the most valuable experiences I've carried with me over the years… balancing creativity, art, customer service, employee management and cost and inventory management. No doubt one of the hardest jobs I've ever had.

***Charles Lee**, president, IDG Strategic Marketing Services*

Fries anyone?

I had a number of different summer jobs during high school and college. I tried my hat as a file clerk for a power company in Syracuse, N.Y. (think large, windowless room and stacks of paper to alphabetize, yawn!), as a marketing intern for Magnavox and, best of all, as a lifeguard for various hotels and apartment complexes (definitely good for your tan). However, my most memorable job was probably the summer I spent working the evening shift at Arby's, a fast food chain. By this point I was entering my senior year in college and working two summer jobs to supplement my income for that final year. My manager was two years my junior and enjoyed rewarding employees with food fights in the back room. I never learned to like the brown pants, striped shirts and visors that Arby's employees in the 80s were required to wear (I am thankful technology did not allow that image to be shared on social media or Snapchatted), but I got really good at asking if people wanted fries with their order.

***Janet King**, SVP/GM, IDG Research Services*

Dancing with the dumpsters

I was in high school in Erie, Pa., and my first job was as a 'dish dog' — aka dishwasher — in a Chi-Chi's Mexican restaurant. The hiring manager told me the job sucked during my interview and even had the dish dog on duty tell me it was awful as well. I said "I'll take it" because I needed the money and no one else was hiring. I lasted through the summer and, as advertised, the job was awful. My mother would make me leave my clothes in the garage and immediately take a shower when I got home because I smelled so bad. One day I cut myself with a butcher knife in the sink and my Mom (an RN) gave me a tetanus shot when I got home. It was routine for us to do a 'dumpster dance,' which is when the dish dogs crawl into the dumpster and search for silverware that the wait staff threw out when they scraped the food off the plates. In the end though, I'm glad I took the job because it taught me what hard work and being at the bottom is about. It definitely built character.

***Adam Dennison**, SVP/Publisher, IDG Enterprise*

> "It was routine for us to do a 'dumpster dance,' which is when the dish dogs crawl into the dumpster and search for silverware that the wait staff threw out when they scraped the food off the plates."
>
> *Adam Dennison*

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First jobs

Brown out

My first job was working shifts at the local Thermos factory. Thermos is the leading brand of vacuum flask for keeping drinks hot or cold all day. I was assigned to the kids' line of Thermos flasks. Children aren't allowed vacuum flasks as they can implode spectacularly if broken. And children break things. The Junior range instead used a strange brown foam to insulate the liquid inside, and the most dangerous part of the job was working the noisy machine that injected this thick liquid into the cup humorously adorned with a picture of Mr. T or Snoopy. The thin gloves you were supposed to wear always got caught and tried to drag you into the machinery, so nobody ever used those. The liquid foam would spray violently while you tried to steady the plastic cup, so after a few minutes your once-bare hands would resemble mottled brown boxing gloves. A few weeks after I finished working there the front page of the local newspaper had a big story showing what looked like a spaceman carefully carrying out a cylinder of gas. I was immediately concerned as the cylinder was covered in grinning skull and crossbones stickers and bio-hazard symbols. The story was a shock piece on an accident at the factory, which warned that, in its liquid state, the chemical used in the Junior Thermos range was instantly lethal if only one drop touched human skin. My work collar has been white ever since.

***Simon Jary**, publishing director, IDG U.K.*

Start me up

My first job after college began as technical support for an Internet start-up in New York City called The Pipeline, co-founded by James (Jim) Gleick, the renowned science writer. One night, Jim called and asked me to stay late to help a customer. Jim later let me know I had been speaking with Arno Penzias of Bell Labs, a Nobel-prize winner whose research helped to prove the Big Bang, saying that he would now recommend our software for thousands of his employees. Later, I printed a list of every .com site in the world — it was 13 pages long (granted it was 1994!) and spoke with Jim about creating a web business for corporate clients. Next thing I knew, I was asked to start and run that business. We worked on some great projects, including the launch of the New York Times' classifieds on the Internet (where incidentally, I met Dina Roman), and launching an early version of Seamless Web, allowing users to order food for delivery via the Internet.

***Josh London**, CMO, IDG Communications*

> "We worked on some great projects, including the launch of the New York Times' classifieds on the Internet (where incidentally, I met Dina Roman) and launching an early version of Seamless Web."
>
> *Josh London*

MICHELLE MAHER

Mushrooming success

My first job was working as a mushroom picker. After picking fungi from 7 a.m. every weekend — hunched down in dark sheds for two years — I received a promotion to apprentice mushroom grower; they obviously saw some talent. It was a day I will remember, as it kept me in the world of manure for a further three years. The role of apprentice grower involved endless days clambering around on huge piles of compost, which contained bodily contributions from a variety of animals. Apart from driving forklift trucks (illegally) I also had to endure spreading mushroom spores in ammonia-filled sheds whilst evading the local rat population. My role in the world of compost and fungi came to an end when I received my other calling — a move to regional sales to work on free ads and the local newspaper obituary section.

***Matthew Smith**, managing director, IDG Connect International*

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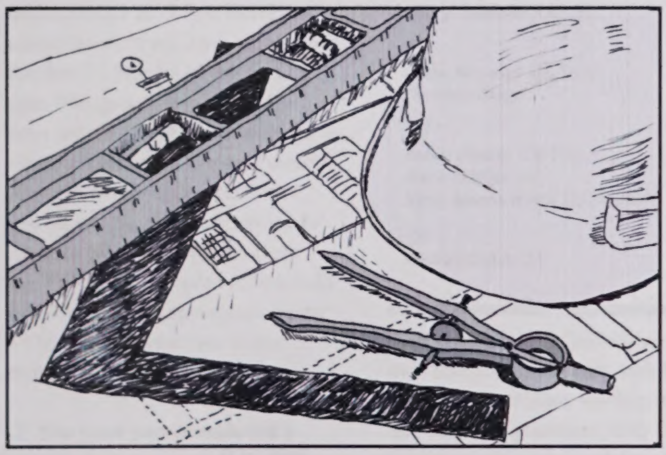
First jobs

Janitor of all trades

My first real job was a one-dollar-an-hour gig working as a janitor at a Catholic girls' high school in my hometown, a lovely institution of learning on 30-plus bucolic acres, many of which required regular mowing. I started working at the tender age of 15 and was quickly given access to dangerous chemicals (degreasers, weed controllers, and so on), giant lawn mowers and other equipment unencumbered with safety features, a very large incinerator for burning trash and an ancient milk truck we were allowed to drive around on the property. What could be more fun? I worked with a cast of characters right out of a sitcom — from a pipe-smoking, college-aged socialist to the ultra-right-wing, gun-store-owning head janitor who picked me up at my home at 6:30 each morning for our 7 a.m. start time. From this I learned to love a newly waxed floor, playing poker (which we did in the break room for hours), a freshly mowed lawn, practical jokes (some fairly dangerous) and doughnuts.

John Gallant, *chief content officer, SVP, IDG Communications*



Constructing the case for college

My summer job during high school and part of college was low-level construction work — framing, foundations, paving, landscaping, etc. — as it paid the best and kept me outdoors. I think my dad made me do this type of work to keep me interested in college and know what was waiting for me if I didn't finish my degree. I've since built three houses in the past 20 years using most of that experience. The one thing I learned for sure was I didn't want to work that hard in the heat the rest of my life. It was a real motivator to finish school and get a job using my brain instead of my back! There were a few missteps along the way: running out of cement or hot top on a job and having to come back and finish; starting a driveway at the wrong address and having to replace one for free!

Jim Sullivan, *president, IDG International Publishing Services*

Useful external training resources for IDG journalists

CIO Executive Editor **Mitch Betts** periodically compiles a newsletter for colleagues that lists external training opportunities and articles relevant to IDG journalists. Below is the latest roundup.

Training

Successful headline-writing strategies (for SEO and human readers)
One-hour webcast, Sept. 22

How to engage with your readers on Twitter
One-hour recorded webcast (instructor: Mark Luckie)

How to improve online comment sections
One-hour recorded webcast — free!

Online News Association's annual conference
Sept. 24-26, in Los Angeles
Topics include: audience engagement, video, developer tools, mobile tools, newsgathering tools

Code School: Online classes including JavaScript, HTML/CSS, Ruby and more.
To sign up, contact Jordan Nuerminger of IDG Training

Analytics for digital content
"Learn how to sort through an array of available analytics to reach numbers that matter to your particular website's mission and goals."
Four-week online group seminar, Oct. 5-29

Take 5 webinar classes and get a Social Media Certificate

Interesting articles

(Statements in the articles are not necessarily endorsed by IDG editors.)

The rise of the "audience engagement editor" and what that means (MediaShift)

How The New York Times gets a 70 percent open rate on its newsletters (Digiday)

Incorporating startup-like innovation within the digital newsroom (Nieman Lab)

Math phobia? Tips to improve your mathematical skills and reduce errors (Journalists Resource)

Best practices for preventing "link rot" in online media (Journalists Resource)

BBC's basic guide to "writing for mobile"

Finalists for the 2015 Online Journalism Awards (Online News Association)

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One on One

dows10, sharing economy services, eSports, Over the Top services, eCommerce, venture capital, Marshmallow, back to school, virtual reality, drones, automotive and anything with "smart" in the title seem to be top of mind.

Q With IDG's fiscal year coming to a close at the end of this month, can you give us a sense of how IDG Communications is doing against its goals for FY15?

A Right now it looks as if IDG Communications will exceed plan, but we still have September to close and a large majority of our annual profits fall in September. So please don't let up on the throttle and continue to do the incredible work that all of you have done for the first 11 months of the fiscal year. The good news is that we have entered September with some nice momentum as we are currently about a million dollars ahead of plan. It will be a great accomplishment by all of us if we can close our FY15 ahead of plan for it would provide us a nice springboard into FY16, which is year two of our three-year transformation plan.

Q You have just completed a round of semi-annual U.S. ORB meetings. How are we doing?

A I'm very pleased with the progress that is being made in the U.S. operation. **Pete Longo**, CEO of U.S. Media, and his leadership team have done an incredible job this year of managing extreme change while delivering solid results. **John O'Malley**, CEO, IDG Connect, and team have also done a magnificent job of centralizing our demand generation operations, creating new solutions, delivering on back-end fulfillment while exceeding plan. In addition, the CIO Executive Council is embarking on its own transformation plan with **Pam Stenson**, president, and team leading the charge. And **Jim Sullivan**, president, IDG International Publishing Services, and **Janet King**, senior vice president & GM, IDG Research Services, showed solid results for the year along with a very strong plan for FY16. Overall, U.S. operations is performing well.

Q In your last Talk IDG video you mentioned that IDG has some exciting product launches around native. Can you tell us more?

A In line with the theme of innovation, Native@Scale launched in August. These new services center around our new native CMS and ad platform powered by Nativo, which is now set up to run across all of our U.S. owned and operated sites (IDGE and CSMB sites). The Native@Scale solutions include a newer version of our highly successful BrandPost program as well as a series of solutions that enable our customers to scale native ads (impressions) across our sites (volume of impressions and running across multiple sites at the same time). We have also extended our expert content services to support the native content needs of our clients and introduced more robust native performance reporting and analytics. What is most impressive is that this launch happened with incredible collaboration across IDG Enterprise, IDG TechNetwork, Digital Media Group and IDG Strategic Marketing Services. Great work!

Q What keeps you up at night?

A With the incredible talent that we have collectively across the globe, I sleep like a baby. When awake, I am always thinking about relevance. As long as we are relevant to our readers and advertisers and keep their needs top of mind, then IDG will always be a category leader. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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John Gallant *U.S. Media*

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Angele Boyd-Myers *IDC*

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Hilary Smith *IDG CSG*

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Debbie Bernardi *IDC*

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Bill Bernardi *IDC*

23
Alyson Morales *IDC*
Donna Moschella Hopkins *U.S. Media*

22
Rob Novorolsky *IT World Canada*
Cheryl Talamini *IDG CSG*

19
Glenn Mosesso *IDG Tech Services Group*

19
James Walker *IDG U.K.*
Steve Phillips *IDC*
Betty Amaro-White *U.S. Media*

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Warren Childs *IDC*
Marianne Kolding *IDC U.K.*
Terri Haas *U.S. Media*

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Catarina Källström *IDG Sweden*

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Carola Eckert-Zug *IDG Germany*
Michelle O'Mahoney *IDC*

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Anthony Strattner *IDC*
Timothy Johnson *U.S. Media*

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Simone Van Der Kooij *IDC U.K.*

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Susan Skowronski *IDC*
Fred O'Connor *IDG News Service*

11
Peter Babb *U.S. Media*
Athen O'Shea *U.S. Media*

10
Christopher Kay *IDG Tech Services Group*

9
Marie Brewis *IDG U.K.*
Teresa Tassone *IDC*
Dhiraj Daryani *IDC META*

8
Chris Brown *IDG U.K.*
Mat Panchalingam *IT World Canada*
Bob Diack *CIO Executive Council*

7
Ella Hwang *IDG Korea*
Keith Linden *U.S. Media*
Kim Han *IDG Strategic Marketing Services*
Sveta Surgay *IDG Tech Services Group*

6
Paolo Massarani *IDC Italy*

5
Rajani Singh *IDC*
Petr Zajonc *IDC CEMA*
Gwennie Bonimbie *IDG Netherlands*
Kate Kirkcaldy *CIO Executive Council*
Matt McKinnon *IDG Connect*

4
Kathleen Schaub *IDC*
Lara Namba *IDC Brazil*
Jenelle Villani *IDG Connect*
James Sherman *IDG Strategic Marketing Services*

3
Jason Andersson *IDC Sweden*

2
Thomas Wood *IDG U.K.*
Serge Findling *IDC*
Kurt Gantrish *IDC*
Tolga Yalcin *IDC Saudi Arabia*

1
Robert Sorensen *IDC*
Sebastian Novoa *IDC Argentina*
Ruth LeBlanc *U.S. Media*
Eugene Zuser *IDG Connect*

unsunghero

Pedro Hagge

Consumer and Commercial Market Analyst

IDC Brazil

IDC Brazil Research and Consulting Manager, Consumer and Commercial Devices ***Reinaldo Sakis*** *named Market Analyst* ***Pedro Hagge*** *his team's Unsung Hero. "Pedro has more than six years of experience with IDC, starting as my intern. He launched the Monthly Trackers in Brazil that account for an important part of our revenue today. He then took over PCs and tablets research in Brazil and has received a great deal of positive feedback from customers based on his knowledge of the Brazilian market. A dedicated analyst, he is also very easygoing."*

Home
São Paulo, Brazil

Title
Consumer and Commercial Market Analyst

Primary job responsibilities
As part of the Consumer Devices team with IDC Brazil, which regularly researches the PC, tablet, mobile phone, printer and monitor markets, I am in charge of the PCs and tablets research as well as consulting projects.

Three things I do in a day's work

- Conduct interviews in the entire original equipment and design manufacturers, channels and carriers ecosystem.
- Collect, validate and analyze the information in order to understand market behavior and provide forecasting trends for the Brazilian market.
- Lead consulting projects and presentations related to consumer and commercial devices.

What I love most about my job
As a marketing enthusiast, it's gratifying to understand and be able to help the market strategies of our customers. The Brazilian market is quite large and full of challenges, and its consumer market is so dynamic and constantly changing, that we must be alert and informed about all of it.

A hot-button issue I'm dealing with on the job these days
This is a challenging year, with Brazil going through an economic crisis, corporations freezing investments and home users drastically reducing their numbers of purchases. In addition to market analyses, our customers expect a complete look at the economic environment.

Consumer and Commercial Market Analyst ***Pedro Hagge*** *joined IDC Brazil in June 2009.*

Career highlight
During my IDC career, I've had several different positions in the company. As a quality analyst for the Latin America regional Trackers and Monthly Trackers I helped to develop the monthly studies that give IDC Brazil customers a quick and dynamic look at market performance.

What I'm doing to be a better employee
It's very important in any position to be always expanding one's knowledge and be able to put that knowledge into practice, so I'm always interested in and participate in IDC's strategies. I also collaborate in the development of younger employees.

Interests outside the office
I love traveling with my family, and I am soccer fan. (Go Corinthians!)

What others can't tell just by looking at me
I'm a good impersonator and enjoy imitating singers' and celebrities' voices.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Custom-built PCs generate third-party revenue at PC Welt

For the past three years, IDG Germany has been teaming up with a large PC manufacturer to produce a custom-built PC that it markets to readers. PC Welt receives 6% of sales of the limited-edition machines.

SEE MORE ON PAGE 2

Also inside

Alliance marketing effort takes root in Sweden

CSO Daily Dashboard a one-stop source of threat data

One on One: IDG Communications CMO Josh London

Only two weeks left to enter photo calendar contest

On the job: IDG TechNetwork Digital Media Specialist Trevor Deans

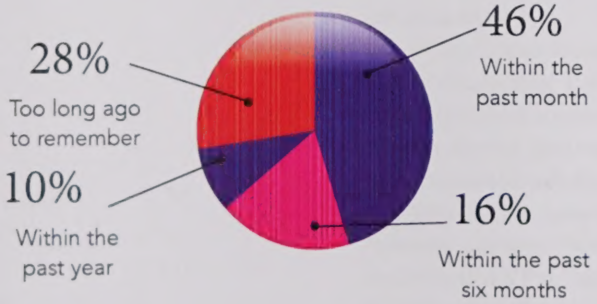
SEE MORE ON PAGE 6

Unsung Hero: IDG SMS Senior Manager, Program Architecture Eliza Chue is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

When was the last time you hand wrote a letter or thank-you card?



Log on to www.idgcentral.com to vote on this week's question:

Do you generally pay for WiFi on planes?

CLICK HERE

See the news summary on IDG Central

The daily news summary is produced by IDG Corporate Marketing and provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry. You can view the News Summary on IDG Central's Press Summary section or request to be added to the distribution list by contacting Colleen Barry. Recent news items include:

Marketers Willing to Put More Money into Mobile Ads as Strategy Evolves *(The Wall Street Journal)*

How Bloomberg Media is Selling Advertisers on the News *(Digiday)*

The 10 Magazines With the Biggest Mobile Readerships *(AdWeek)*

How Some Publishers Ask Readers to Stop Using Ad-Blockers *(The Wall Street Journal)*

A Rule for Online News: Errors Are Inevitable; Lack of Transparency Is Not *(The Los Angeles Times)*

iOS 9 Content Blocking Will Transform the Mobile Web *(The Next Web)*

From Millennials and Beyond, the Content Marketing Audiences You Need to Know *(Digiday)*

Custom PCs generate third-party revenue for PC Welt

> "We think these PCs are popular because of their general-purpose capabilities, thoughtful configuration and the PC Welt brand.People are confident about our expertise in building good PCs."
>
> *Friedrich Stiemer*

***Friedrich Stiemer**, who oversees the PC Welt PC project, said PC Welt plans to continue designing and selling PCs at different price points ranging from US$800 to $5,750.*

PC Welt recently finished selling the third edition of its PC Welt PC, an affordable desktop system built in collaboration with Medion, a major German PC manufacturer, that is designed to be a third-party revenue producer for PC Welt. A general-purpose system good for gaming and multimedia and available for a limited period, 250 PCs at €999 (US$1,150) were sold, with PC Welt receiving 6% of each sale.

PC Welt does not design the PC from scratch but chooses a unique combination of components and a case in conjunction with Medion. For the third model "Medion updated the CPU, added a BluRay Combo optical drive and delivered the system with licenses for two operating systems, Windows 7 Professional and Windows 8 Pro," said **Friedrich Stiemer**, PC Welt editor, Devices and Testing. All the other components stayed the same as previous models.

To market the new system PC Welt ran two articles on PCWelt.de about the PC, one on its hardware and another on the software bundled with it. "We also shot a video and put it on the PC Welt site and on our YouTube channel), as well as promoted it on our Facebook page. Our editorial marketing is far more attractive to our readers than simple banner campaigns or other forms of advertising," Stiemer said.

Stiemer said to boost sales the PC was temporarily discounted to €899 ($1,035). "We also launched a raffle in which our social media community could win two of the PCs to gain more attention," Stiemer said. "We kept the production-run number low in order to sell it as a real limited edition."

According to Stiemer, PC Welt will be looking for a different manufacturer for future models, "one who is ready to give us a greater share." PC Welt plans to continue designing and selling PCs with newer models at different prices points from €700 to €5,000 ($800 to $5,750).

"We think these PCs are popular because of their general-purpose capabilities, thoughtful configuration and the PC Welt brand," he said. "People are confident about our expertise in building good PCs."

Contact Friedrich Stiemer. ■

OneonOne

Josh London

IDG Communications

The chief marketing officer for IDG Communications is this week's columnist. Reach him at jlondon@ idgcommunications.com.

> "We want to make sure that whenever a visitor, attendee, customer or prospect interacts with one of our properties they know that it is a part of IDG. To that end, we are going to tell our story in a consistent way on a global basis and move from a house of brands to a branded house."

Q You joined IDG Communications in March as the company's first CMO with a mandate to amplify the IDG brand. What have you been up to since then?

A First, I spoke with IDG colleagues around the world to understand how they see the company, our customers and products, our strategy, our competitors and our future. I did the same with customers. The corporate marketing team then conducted a series of fact-finding missions globally: a social media audit (did you know we have over 225 corporate Twitter accounts?), a brand/product/service audit to capture all of the customer-facing names and logos we use, a global collateral audit to learn how we talk about IDG and our divisions, and a competitive analysis to determine how we are positioned against our competitors. We then hired a consultant to speak to employees and customers and prospects to learn about their perceptions of the company and our competitors. The goal was to understand the gaps between how we see ourselves and how our customers see us so that we can update their perceptions.

Q Can you share some of your key findings from those audits?

A We learned a lot. As you know, IDG has historically been a "house of brands" where both our customers and audiences had strong affinity to our properties, not always knowing that CIO or PCWorld, for example, are a part of IDG. Other customers and prospects lack an up-to-date understanding of IDG as a whole — our offerings, our innovation and the solutions we deliver.

Those that are familiar with IDG talked about our heritage and expertise, our global reach and our comprehensiveness — and shared that they consider IDG to be a trusted partner. This is a great foundation to build from. We found that others were surprised to learn how much we have to offer and how it could benefit their business. We are a complex organization that can be difficult for customers to understand, and this was reflected in the research we conducted. So as we move into FY16, we will endeavor to simplify, clarify and unify our messaging to present a cohesive brand story on a global basis.

Q What are some of your key priorities in the coming months?

A Firstly, we are building the corporate marketing team from the ground up, so adding and training staff are a top priority. We are adding a VP marketing, content marketing specialist, creative director, director of communications, marketing specialist and competitive analyst. The team will work together to help raise visibility for IDG globally.

We need to communicate a consistent message on a global basis, so we will create core positioning so that we don't have a wide variety of "What is IDG" slides, as one example. Consistency is one way that we will reinforce our brand message and build trust and relationships with our customers.

In order to elevate the IDG brand, we are hiring a branding agency to create a global brand architecture that projects clarity to the marketplace, and then we'll launch integrated communications, events, research, advertising, social and creative executions to live up to that brand promise. We want to make sure that whenever a visitor, attendee, customer or prospect interacts with one of our properties they know that it is a part of IDG. To that end, we are going to tell our story in a consistent way on a global basis and move from a house of brands to a branded house. We've completed an extensive review, are hiring the branding agency shortly and plan to roll out a new brand architecture in Q1.

On the media front, we have retained a PR agency and have been increasing our press activity through interviews, speaking engagements and social media. We've seen an uptick in coverage in the media that has led directly to sales inquiries and new revenue. Through efforts promoting pan-IDG launches such as ABM360, IDG.TV and Native@Scale and interviews that **Dina Roman**, **Charles Lee**, **Jason Tenenbown**, **Pete Longo**, **Michael Friedenberg** and I have done, we have started to raise the volume about the new IDG. Michael will also be a keynote speaker at B2B Media Strategies in London in December. And we're just getting started!

There's lots more: We will be revamping IDG.com — no small task, but an important way that we can reflect the new IDG. We're also working with social media managers across the company to coordinate our efforts and present a more united front when promoting news and new products. On the talent branding side, we are working with HR to raise the profile of IDG as an employer and to ensure that the candidate experience is enticing.

As you can tell, all of this will work in concert to ensure we reinforce the core messages about IDG through every opportunity.

Q You mentioned that we need to "simply, unify, clarify" — what do you mean by that?

continued on page 7

Alliance marketing effort takes root in Sweden

With support from U.S. VP Alliance Marketing, IDG Sweden sales manager accesses new budgets

Eight months ago, IDG Sweden Sales Manager, Alliance Marketing **Andre Kisch** was largely unaware of the opportunity posed by alliance marketing. In June, he closed an alliance marketing deal worth US$44,000 with Prevent and signed three new event clients and is currently far down the path to signing EMC to a new type of digital partner program that EMC aims to launch in September/October to help the vendor transform its partner relationships to a more "digital first/always on approach," Kisch said.

Kisch

So what happened? Some good old-fashioned IDG applied learning. First there was the visit from IDG Communications Worldwide CEO **Michael Friedenberg** in the beginning of FY15. "One of the new growth opportunities he discussed with our employees was alliance marketing and the success they were having in this area in the U.S.," Kisch said. "After he left, [then-CEO] **Christer Bjorkin** and I discussed it further, and Christer suggested I get in touch with [VP, Alliance Marketing, IDG Enterprise] **Michael Latchford**."

Latchford's input was a huge help, Kisch said. "I really had no idea where or how to begin so I asked Michael for guidance. He has been a fantastic support and inspiration — always available for phone calls, emails and sharing knowledge and information about specific programs he has worked on."

Kisch said he began prospecting with help from LinkedIn, looking to identify people involved in alliance, channel or partner sales. He is quick to point out that while the focus on these job titles is new at IDG Sweden, the alliance marketing opportunity is not. "These budgets that we are now going after have always been there, but until recently, the services and solutions we had to offer were not reaching the correct decision makers and did not always align with their needs."

Kisch, who currently splits his time between prospecting for new alliance marketing business and consulting with his traditional customers, says the two types of sales are similar in that both require persistence; continuous learning — "I read a lot about sales, digital marketing and especially about the clients I meet with; participation in client meetings; and a 100% commitment to the idea that nothing comes for free. The difference, I would say, lies in the need to adopt a much more consultative approach with alliance marketing." For example, Kisch said clients often go to market together as partners with the goal of selling more or reducing costs but that they typically act alone in terms of marketing that partnership, with little or no thought to developing co-branded or co-created assets "and this is where IDG can and should come in."

Kisch said he also sees great promise in working with colleagues at other IDG business units on behalf of IDG's customers. "Sweden is a small country with a small IT market, and IDG Sweden has, for a long time, been among IDG's most successful countries. But over the past few years we have seen changes. Our clients and their markets are no longer limited to a certain country or border, so the siloed approach, internal competition that has worked so well for us in the past, no longer does."

Selling in today's environment requires a more collaborative approach within the company as well, Kisch said. "These last few years we have seen new types of competitors entering our domains, and in some cases they have done a better job, focusing more on the clients than we have. Our biggest opportunity lies in our exclusive first-party data and our ability to offer clients unique quality at scale, starting with Sweden moving on to other Nordic countries and beyond and do so in areas that are key for our clients like cloud, big data, mobile and social. Consultative sales can only be delivered on if we work together — whether it's alliance or traditional sales."

For colleagues looking to capitalize on the alliance marketing opportunity, Kisch advises jumping in. "Don't think about it for too long, just try it out and see if it's worth the effort for your market (which is bigger than your local reach or borders). Be sure to talk to others — like Michael [Latchford] or IDG Global Solutions — who have experience in this area. Find new contacts within your biggest existing clients, use LinkedIn and other sources to prospect relentlessly and think about how you can work on your consultative approach."

> "Consultative sales can only be delivered on if we work together — whether it's alliance or traditional sales."
> *Andre Kisch*

For more information contact Andre Kisch. ■

CSO Daily Dashboard a one-stop source of threat data

Six new attack maps give users real-time data on security threats worldwide

The CSO Daily Dashboard — a one-stop source of security threat data for IT security professionals — has been a popular feature of CSOonline.com since its launch in June 2010. However, because the dashboard, primarily a collection of RSS feeds, was not integrated into the site's CMS after a migration to the new Apollo platform last year, the change made it impossible to measure the traffic it generated and know just how popular it was in recent months.

Additionally, "because the dashboard was a sub-domain it wasn't directly available to staff to edit or modify if needed," noted **Steve Ragan**, a senior staff writer who joined CSO in 2013. "Over the years, the data had become outdated, and the design didn't fit with the new look of the CSO website. In some cases, the RSS feeds had stopped updating, and there was no way for the editorial staff to fix that."

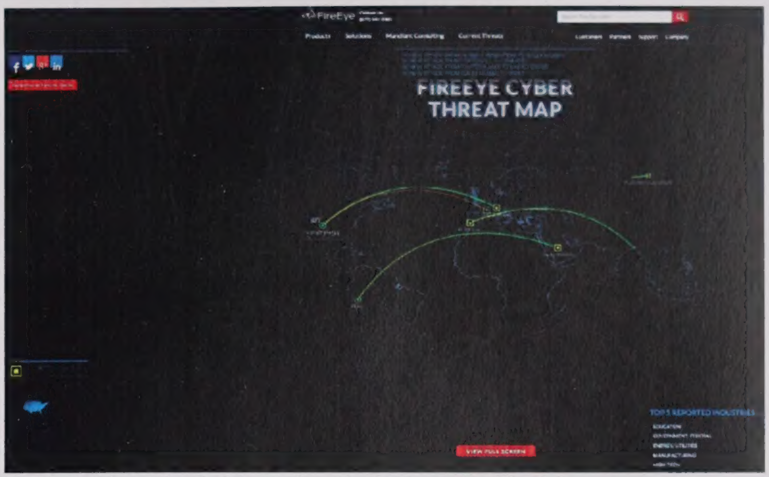
But with the developers at Digital Media Group (DMG) focused on on-boarding the final U.S. groups onto the new Apollo platform, updating the dashboard was a project that would have to take a back seat. "Development was swamped with work, so getting them to stop what they were doing to create a new dashboard on CSO just wasn't going to happen anytime soon, " Ragan said.

And that's when Ragan said he discovered another of the benefits of the Apollo platform; the new CMS allows non-development staff with basic HTML skills to integrate new features into their websites.

With an assist from InfoWorld Executive Editor **Galen Gruman**, who is well-versed in the new platform and served as a point of contact with DMG — "Galen was seriously helpful in getting things working for approval and getting feedback from development," said Ragan — Ragan developed his own code and designed the new dashboard. "With Galen's help, I was done with a basic design in about 24 hours. Together we made sure the dashboard would work across multiple platforms including desktops, mobile phones, tablets and all browsers."

Steve Ragan

Once he had a working dashboard, DMG staff offered some additional assistance in making sure the dashboard used all the proper color schemas and other design elements to match the look and feel of CSOonline.com, Ragan said. The new dashboard launched on June 1.



The FireEye Threat Map depicts attacks as they happen around the globe.

Since then, it has been generating between 10,000 and 20,000 page views a month, said Editor-in-chief **Joan Goodchild**. "That is significant for CSO."

The relaunched Daily Dashboard offers instant access to various points of data all on one page," Ragan said. "There's the RSS feed for CSO, naturally, but we've also added feeds related to vulnerability research and releases, updates and patches, federal disaster declarations, FEMA/WHO [Federal Emergency Management Agency/World Health Organization] news, DOJ [Department of Justice] briefings and tools — including code —that help a security manager accomplish various tasks."

But the most popular feature, by far, said Ragan, are the six new attack maps. "They show real-time attacks online, detailing everything from DDoS attacks to phishing campaigns and malware distribution. There is also a map detailing the active state of various botnets across the globe. Each of these additional data streams is useful to IT/InfoSec workers because they allow them to keep an eye on things at a glance."

"It's been a great to now have the dashboard integrated into the site again, " said Goodchild. "We hear from many readers who tell us it is a regular stop in their web browsing each morning. And know we know how well it is performing now because we have the page view metrics to back up that positive feedback."

For more information, contact Steve Ragan. ■

Job Spotlight

On the job: Digital Media Specialist

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Trevor Deans

Title Digital media specialist, IDG TechNetwork

What a digital media specialist does I'm part of IDG's U.S. Media Business Operations team, which manages the fulfillment of all online advertising campaigns run on IDG's owned and operated websites, as well as our TechNetwork partner sites. I handle the day-to-day of a campaign once it's been sold by the sales team, which means I take care all of the campaign optimizations to increase performance line item by line item for every campaign. I work closely with account executives as well as sales representatives to book and optimize campaigns across multiple properties, platforms and sites. I'm also the main point of contact for my sales reps for the planning and execution of their campaigns. All presale planning includes providing available inventory so the sales reps know how much they can offer the client.

The services I provide and who my customers are I manage campaigns that are sold by our sales reps. My main customers are the TechNetwork sales reps and account executives; I deal with them all day, every day. Sometimes I'll deal directly with a client if there's a technical issue that needs explaining in order to run as desired.

Key skills required for my job Good communication skills; implementation skills — taking tag packages that are sent by the client and implementing the tags in DoubleClick for Publishers (DFP) so they'll display on the pages — for working on numerous ad-serving platforms like DFP, The Trade Desk and Nativo; troubleshooting quality-assurance tags and ads to ensure they display properly before releasing the ad on live sites; adjusting budget forecasts based on expected delivery; patience.

A typical day It starts around 8:30 a.m. I catch up on emails received after the previous end of day. Once caught up, I form a list of action items that require my attention, then I'll start checking things off that list. The list usually includes swapping creative, checking third-party reporting to ensure the line items are tracking properly, implementing campaigns and getting them live, optimizing campaigns in order to ensure the best performance possible and ensuring that we hit our key performance indicators, which change per campaign. Most afternoons I have pacing meetings with account executives to make sure we're on pace to deliver in full by the campaigns' end. Then I'll go back to any unfinished item on my list, which at that point in the day has undoubtedly grown.

ERIK SWANSON

Digital Media Specialist ***Trevor Deans*** *joined IDG TechNetwork in 2013.*

Best part of my job
My team members! They make each day interesting and enjoyable. I really feel that my team is made up of enthusiastic, intelligent, exciting and driven individuals. We enjoy each other's company and have each other's backs if one of us is overwhelmed.

How I got involved in this career I actually didn't see myself working in this industry or this position. I was an economics major in college and wanted to go into finance. The position was first presented to me by my old roommate Mike Zisek who was a digital media specialist here at the time. If it weren't for him, I wouldn't be where I am today. (Thanks, Mike!)

A recent accomplishment Taking on more responsibilities within my department, including some back-end testing as site changes roll out, and working on TechNetwork in addition to my CSMB-owned and operated sites.

What my colleagues would be surprised to learn about me
I swam competitively 10 months a year since I was 11. I competed in three YMCA Long Course Youth National events from ages 15 to 17 in the 200-meter breaststroke and the 400-meter individual medley. I continued swimming through all four years at Wheaton College in Massachusetts and was team co-captain my senior year with my twin brother Spencer.

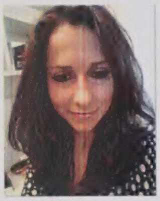
noteworthypeople

New employees

PETER SHORT

Leong

Lillian Leong joins **IDC Framingham** as a business analyst. Previously a business systems analyst with Harvard University, she holds a B.A. in finance from Boston's Northeastern University. Away from the office, she enjoys spending her free time with her family. lleong@idc.com



Perkins

IDG Enterprise has hired **Natalie Perkins** as a digital media strategist to track traffic and optimize ad campaign reporting. A recent college graduate, she holds a B.A. in English literature from San Francisco State University. She enjoys watching and participating in sports, reading, writing, travel and visiting museums. nperkins@idgcommunications.com

Rashid

New at **InfoWorld** is Senior Writer **Fahmida Rashid** who will be covering information security. Previously a freelancer, she was editor-in-chief for the RSA Conference and a senior business analyst for PC Magazine. She holds B.A. in psychology from Barnard College in New York City and an M.S. in journalism from the Columbia University Graduate School of Journalism. In her free time she enjoys martial arts, travel, crochet and, "like all writers, I'm going to write a novel someday." fahmida_rashid@infoworld.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

George Bulat *IDC Canada*

19

Matt Hamblen *U.S. Media*

18

April Montgomery *U.S. Media*
Thomas Rau *IDG Germany*

17

Bianca Aumeyer *IDG Germany*
Cord Möller *IDG Germany*

16

Malgorzata Majer *IDG Poland*

15

Pernilla Strid *IDG Sweden*
Tom Schwieters *IDC Hungary*
Barbara Madariaga *IDG Spain*
Sabrina Samtleben *IDG Germany*
Magdalena Sobkowicz *IDG Poland*

13

Ellinor Selbeck *IDG Germany*
Jonas Triebel *IDG Germany*

12

Jürgen Göetz *IDC Central Europe*

11

Dan Muse *U.S. Media*
Carol-Johan Wollner *IDG Sweden*
Krista Collins *IDC Canada*
Tobias Kleu *IDC Central Europe*
Anita Popp Liess *IDC Central Europe*
Juan Pablo Seminara *IDC Argentina*
Denis Arcieri *IDC Brazil*
Thamar Thomas-Ißbrücker *IDG Germany*
Melanie Arzberger *IDG Germany*

10

Miwako Suzuki *IDC Japan*
Vito Mabrucco *IDC*
Haydee Van Den Berg *IDC Benelux*

9

Brian Glynn *U.S. Media*
Sergey Loginov *IDC Russia/CIS*
Per Melker *IDC Sweden*
Diana Riofrio *IDC Peru*
Eddy Kim *IDG Korea*

8

Scott Harris *U.S. Media*
Ola Ljungstedt *IDG Sweden*
Carl Grape *IDG Sweden*
Margaret Adam *IDC U.K.*
Boris Gulidov *IDC Russia/CIS*
Ivan Juras *IDC Adriatics*
Victor Pratusevich *IDC Russia/CIS*
Alejandra Mendoza *IDC Mexico*
Edmund Heider *IDG Germany*

7

Michael Vorisek *IDC CEMA*
Adele Carter *IDG Global Solutions*
Alexander Dreyßig *IDG Germany*
Fabian Polkehn *IDG Germany*

6

Martin Appel *IDG Sweden*
Lubomir Dimitrov *IDC Bulgaria*
Nadja Outmani *IDC Central Europe*
Lynn-Kristin Thorenz *IDC Central Europe*
Salvador Trejo *IDC Mexico*
Manuela Kubon *IDG Germany*

5

David Gnojek *IDC CEMA*
David Schwarz *IDC CEMA*
Pavel Soper *IDC CEMA*
My Nguyen *IDG Vietnam*

4

Neil Moody *IDC Russia/CIS*
Manuel Heine *IDG Germany*

3

Caitlin McGarry *U.S. Media*
Eiichi Shimoda *IDC Japan*
Imane Belhabes *IDC North Africa*
Fiona Macrae *IDC U.K.*
Jiri Nemec *IDC CEMA*
Torsten Bauer *IDG Germany*

2

Stacey Raap *U.S. Media*
Saad Elkhadem *IDC META*
Petr Nemec *IDC CEMA*
Daniel Nyaga *IDC East Africa*
Anne Sophie Sipos *IDC France*
Sabrina Stadler *IDC Central Europe*

1

Rebecca Klüger *IDG Sweden*
Jonathan Larrad *IDC Canada*
George Kalebaila *IDC South Africa*
Joao Pais *IDC Portugal*
Zeynep Yaylali *IDC Turkey*
Sherry Brecher *IDG Global Solutions*
Chi Le *IDG Vietnam*
Nguyen Nguyen *IDG Vietnam*

continued from page 3

One on One

A IDG is so large and sophisticated that it can be difficult to articulate our offerings succinctly — even for IDG employees. Asking colleagues what business we are in yielded a wide variety of answers. When we combine this with the number of ways that we talk about ourselves in the marketplace, not to mention the number of divisions and logos, it can be really confusing to us and our customers.

Research we received showed that some customers find us difficult to do business with and inconsistent in our messaging. To solve this, we need to present a concise and consistent message globally. Our customers and audiences have more choices than ever, so we must make sure that we are differentiated and focused on how IDG can meet their goals.

The situation that I often think about is a social event where you are introducing yourself and are asked where you work. When someone replies, "what is IDG?" that is your opportunity to be an IDG brand ambassador — to share your excitement about IDG with potential customers and employees and to reinforce what you love about being part of the IDG family. A clear and consistent message will help us all do that.

Q Will we be seeing more emphasis on advertising to promote the IDG brand?

A Yes, we will communicate IDG's brand story through external advertising in 2016, along with expanded PR efforts, events and social media. We will run campaigns across IDG properties and on social media to influence decision makers. ■

unsunghero

Eliza Chue

Senior Manager, Program Architecture

IDG Strategic Marketing Services

*IDG Strategic Marketing Services VP, Innovation and Program Architecture **Jason Tenenbown** named Senior Manager **Eliza Chue** is team's Unsung Hero. "Eliza has that rare combination of dynamic creativity and strategy that is so very hard to find. As the lead on many of our largest programs, she consistently drives millions of dollars for IDG, which the entire company appreciates. Of course, what I selfishly appreciate is her advice on the sticky issues that we face on a daily basis and her winning attitude."*

Name Eliza Chue

Home San Francisco

Primary job responsibilities I create custom integrated marketing campaigns for our advertising clients. Typically, integrated programs include custom content, research and media units, native integration, data-enhanced distribution and social amplification and engagement. I craft these elements into a program that works to achieve the client's objectives with measureable results.

Three things I do in a day's work

- Create proposals for client RFPs.
- Monitor existing programs for ways we can ensure they're meeting key performance indicators and program objectives.
- Read and keep up with marketing trends and solutions.

A hot-button issue I'm dealing with on the job More and more, clients require data and information that helps them understand how their marketing efforts are affecting sales and need to measure the ROI on their marketing investments. This has been a challenge because as a publisher we typically don't know what users do once they click through a client's landing page or track what they do beyond our borders. But with data services being a priority for IDG, we're moving rapidly to connect the dots between IDG first-party data and third-party data sources to generate valuable intelligence for our clients. Also, clients are always asking for new ideas, so you're always on your toes brainstorming new ideas and executions.

*IDG Strategic Marketing Services Senior Manager, Program Architecture **Eliza Chue** joined IDG in 2007.*

IDG WORLD UPDATE

Latest accomplishment I was the program architect for the Microsoft One Commercial campaign that was one of our largest integrated programs last year. The program spanned both the U.S. and EMEA and included a video series, our best-performing BrandPost content to date and some great engaging rich media units. It was a huge team effort across multiple IDG business units to execute the program and our hard work was rewarded with great engagements and success.

What I'm doing to be a better employee I read news, blogs and articles on marketing trends and solutions to keep up with what clients are doing and ways to craft better integrated solutions. It's especially interesting to find new technology solutions that can help us better measure and execute programs.

Interests outside the office I enjoy playing video games, reading books of no literary merit, spas and sunny days in San Francisco.

What others can't tell just by looking at me Well, I hope they can tell, but I'm actually just 25 years old.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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» IDG's EMPLOYEE PHOTO CALENDAR CONTEST ENDS SEPT. 15 CLICK FOR DETAILS

IDG World Update

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Tech marketers learn, network at new IDG Enterprise Engage event

Half-day gatherings in three U.S. cities bring together tech marketers, industry leaders and IDGE editorial experts to help marketers better connect with their customers and learn how content marketing can help.

SEE MORE ON PAGE 3

Also inside

BlogHer '15 sees rise in vendors, returning accounts

IDG Australia's destination event taps sponsors' alliance marketing budgets

On the job: CIO Executive Council Media Support Specialist Lauren Costello

Celebrating 20: IDC's Laura Nurzynski travels from the Pacific Coast to rain forests in Costa Rica.

SEE MORE ON PAGE 8

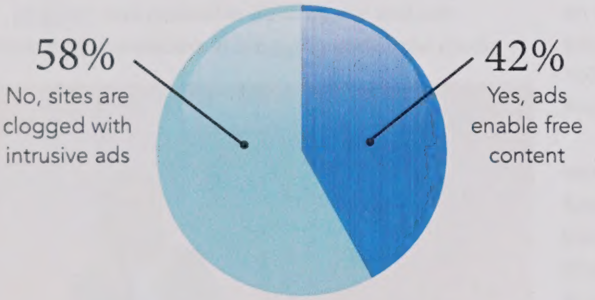
GOOD TO GREAT
JIM COLLINS
Everyday Negotiation
Deborah M. Kolb, Ph.D.
Judith Williams, Ph.D.

Check out which business books have made an impression on IDG managers.

SEE MORE ON IDG CENTRAL

Question of the week results

Does ad blocking violate an implicit contract between publishers and readers?



Log on to www.idgcentral.com to vote on this week's question:

Have you blocked, even temporarily, your laptop or desktop's webcam?

CLICK HERE

Don't miss out! Enter the IDG Photo Calendar Contest by Sept. 14

2016 CALENDAR CONTEST

Just a few more weeks are left to enter the IDG's 32nd Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even a bit of fortune. First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted. Each entry should include your name, business unit, telephone and email address in the body of the email. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 14, 2015. IDG employees worldwide will select the 12 winning photos on IDG Central in September.

IDG World Expo-produced BlogHer15 sees rise in vendors, returning accounts

BlogHer15, the world's largest conference for women content creators, was produced last month in New York City by IDG World Expo.

This was World Expo's second time producing the three-day event, following last year's successful conference in San Jose, Calif. More than 3,500 attended this year's event, up from last year's 2,500.

IDG World Expo handled all the sales and operations of the event, one which had around 200 speakers — including Academy Award-winning actress and Goop.com founder Gwyneth Paltrow, reporter and media producer Soledad O'Brien, "Selma" director Ava DuVernay and Bill & Melinda Gates Foundation co-chair Melinda Gates — and more than 90 sponsors, among them Disney, Lyft, Dunkin' Donuts, Amazon and Sears.

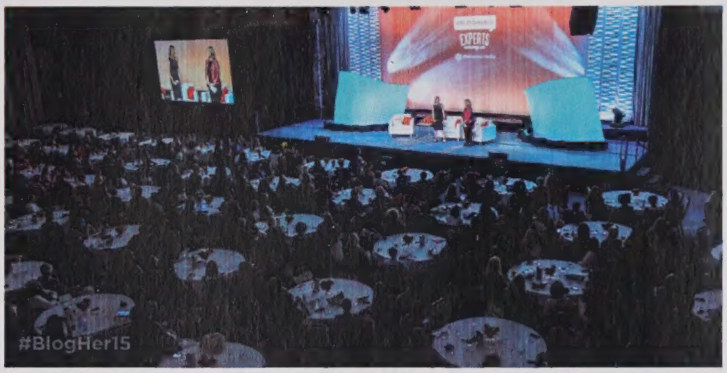
"Selma" director Ava DuVernay gave the closing keynote on the intersection of race, gender, art and history.

"We had more vendors participating this year than last and a higher percent of returning accounts as well," said **Michael Carroll**, IDG World Expo SVP/general manager. "We worked with SheKnows Media, which owns BlogHer, on both physical and digital advertising and branding options for sponsors."

BlogHer was created in 2005 by, for and with women who are leaders in blogging and social media and committed to quality content. BlogHer publishes and syndicates news, information, advice and research on women in social media and hosts several conferences. The BlogHer community reaches an audience of 100 million across premium blogs, websites, Pinterest, Facebook and Twitter.

sheknows media
sheknows
Academy Award-winning actress and Goop.com founder Gwyneth Paltrow was interviewed about running a business while maintaining work/life balance.

BlogHer attendees network and shop in the exhibit area.



More than 3,500 people attended this year's event, up from 2,500 in 2014.

PHOTOS BY BLOGHER

The conference series, which debuted in 2005, was the first step toward the creation of the "BlogHer Economy," which has resulted in BlogHer paying more than $36 million to bloggers and influencers since 2009. Bloggers are paid either via an advertising revenue share or on a work-for-hire scale, currently $50 per syndicated or assigned post.

Carroll said BlogHer15 was "a great event for everyone." IDG World Expo will also handle sales and operations for the BlogHer Food '15 conference in Chicago in November.

For more information contact Michael Carroll. ■

IDG Enterprise Engage targets tech marketers, showcases IDGE's thought leadership

IDG Enterprise has rolled out a new event series to forge closer ties with tech marketers and showcase IDGE's thought leadership.

IDG Enterprise Engage brings together tech marketers, industry leaders and IDGE editorial experts to help those marketers learn more about the IT landscape, explore what motivates the tech buyers they target and develop successful relationships with those customers. Marketers also learned how content marketing can help elevate their message in reaching tech leaders.

Engage has been held in Reston, Va., (June 24, 46 attendees), Menlo Park, Calif., (July 23, 67 attendees) and Boston (Aug. 6, 63 attendees). Each was a half-day session that included lunch.

"Previously we had held brand-focused customer events, but with our sales team focused on IDG Enterprise we wanted to provide a platform to showcase the entire portfolio," said IDGE VP/Marketing **Sue Yanovitch**, whose team developed the new event. "We know we have great internal subject matter experts and research to share, so we wanted a way to showcase that thought leadership across IDG Enterprise in a concerted way. The end result is one event series that showcases the overall strength of IDG Enterprise. At the same time, it educates customers on what is within that portfolio and creates customer touch points and conversations across all brands."

IDGE's brands are CIO, Computerworld, CSO, DEMO, InfoWorld, ITworld and Network World.

The series opened with a welcome from IDG Enterprise Chief Revenue Officer **Brian Glynn** and, depending on the city, SVP/Publisher, CIO **Adam Dennison** or Glynn presented a high-level summary of IDGE's new Role & Influence of the Tech Buyer research.

IDG Communications U.S. Chief Content Officer **John Gallant** moderated a panel discussion with tech executives who talked about, in part, their biggest challenges, what technologies they are interested in and how the structures of their organizations are evolving and why.

At one event, Gallant also shared his perspective on tech trends, what tech vendors he is watching and why, and common threads among his conversations with tech executives and vendors.

*IDG Enterprise CRO **Brian Glynn** speaks to attendees in Boston earlier this month aboard the yacht Seaport Elite. The group had lunch and a tour of Boston Harbor following the event.*

Rob O'Regan, director of content marketing strategy for IDG Strategic Marketing Services, led a final panel with tech marketing peers on content marketing trends, how marketers measure ROI across channels, and the role of content in the overall marketing mix, among other topics.

"It was very valuable to see what content marketers are doing," said one Menlo Park attendee. "It helped validate some of our practices and debunk some myths on what works and what doesn't."

Customer satisfaction was universal: 100% of attendees in each of the three cities said they would recommend Engage to their colleagues.

The IDGE team promoted Engage through targeted email outreach, social media and personal outreach by sales representatives. According to Marketing Manager **Alexis Hines**, the targeted emails worked best, followed by personal rep outreach. Social media, while great for awareness, did not generate many registrations. However, many attendees used social media during the event using the hashtag #IDGEngage.

"IDG Enterprise has always separated itself from the competition by being a domain expert in enterprise IT and using research to educate our customers about the power of our audiences," Glynn said. "The Engage series further cemented our leadership position in key markets while also providing our sales team with new contacts from existing accounts and prospects."

Customer satisfaction was universal: 100% of attendees in each of the three cities said they would recommend Engage to their colleagues.

IDGE plans to hold one more event before December. For more details contact to Sue Yanovitch. ■

IDG Australia taps sponsors' alliance marketing budgets for new destination event

Budgeted to break even, EDGE 2015 instead brought in a 'significant profit'

IDG Australia's newest event, EDGE 2015, was an unqualified success on all fronts. Held last month at a resort on Australia's Queensland coast, EDGE made a significant profit — tapping the often-unused alliance marketing budgets of its sponsors.

The three-and-a-half-day invitation-only EDGE was designed as "a destination conference to bring Australian and New Zealand IT executives together in a collaborative and content-based environment with an emphasis on networking for new and enhanced business opportunities," said **Susan Searle**, president and publisher of ARN and Reseller News.

> When they registered for EDGE, attendees agreed to have a minimum of 10 20-minute, one-on-one meetings during the event.

The audience was made up of CEOs and senior managers from Australia and New Zealand's top channel companies, including resellers, value-added resellers, solutions providers, managed service providers, distributors and vendors. "These industry sectors are becoming more alliance-based to give businesses a collaborative edge," Searle said. EDGE drew 195 attendees, "which outstripped our goal of 150," she added. The majority of the attendees were invited by sponsors and distributor co-hosts and paid an AU$1,000 (US$735) registration fee as proof of commitment. "The revenues for EDGE came from sponsors and co-hosts and covered all accommodation and travel for attendees," Searle said.

EDGE had 31 vendor sponsors and distributor co-hosts. Vendors at the Platinum, Gold and Silver sponsorship levels had varying amounts of investment and share of voice. Distributors were EDGE co-hosts with lower investment levels but could bring between five and 10 partner attendees, of which there were 100, as their guests (Platinum and Gold sponsor could bring five and three partner attendees, respectively). Platinum sponsors gave 40-minute presentations at plenary sessions, and Gold sponsors had the floor at breakout sessions, also for 40 minutes. Each presentation was moderated or introduced by an ARN/Reseller News editorial team member.

EDGE
CHANNEL LEADERSHIP
ARN Resellernews

*ARN President and Publisher **Susan Searle** delivered a keynote address at the inaugural EDGE conference.*

Networking at the event was "very successful," Searle noted. When they registered for EDGE, attendees agreed to have a minimum of 10 20-minute, one-on-one meetings during the event. "EDGE was all about collaboration, so these meetings could be with whomever best served their business needs. In the majority of cases the meetings were between the vendor sponsors

*EDGE attendees agreed to have a minimum of 10 20-minute, one-on-one meetings during the event. Networking at the event was "very successful," said ARN President and Publisher **Susan Searle.***

continued on page 5

continued from page 4

EDGE 2015

and partner attendees or the distributor co-hosts and partner attendees," Searle said, adding that the EDGE app allowed attendees to set up their one-on-ones. "Everyone embraced it," she said. "There was an onus on partner attendees to fulfill their quota of meetings, and the sponsors were very keen to meet the attendees. We didn't have to police it because we could see the enormous amount of networking happening."

The ARN and New Zealand-based Reseller News editorial teams worked with sponsors to ensure that presentations were on track with EDGE's Channel Leadership theme. Presentations had to be business- rather than technology-oriented, and there were "definitely no product pitches allowed," Searle said. "Once a Platinum or Gold sponsor came on board they were assigned to either ARN Editor **Allan Swann**, Associate Editor **Jennifer O'Brien** or Reseller News Editor **James Henderson**, who discussed the best content for the sponsors' presentations and the best delivery method."

*ARN and Reseller News President and Publisher **Susan Searle** called the Dinner Under the Stars on the second night "stunning and very memorable." Guests followed tribal drummers and fire dancers to two long, elegant tables set on a beach lagoon under candles and lanterns. Fine wines and food were capped off with a fireworks display about 80 meters from the tables.*

Six months in the planning and execution, EDGE was conceived by Searle and managed and implemented by IDG Australia Events and Programs Manager **Alexandra West**. "Alex successfully ran her small event team of Marketing and Events Coordinator **Nadia Zatari** and Events Coordinator **Holly Morgan** to develop and deliver a flawless EDGE," Searle said.

All EDGE sessions were covered on the ARN and Reseller News websites, and EDGE coverage will continue over three print issues of ARN. During the event, ARN Senior Journalist and Social Media Editor **Hafizah Osman** was active on Twitter, LinkedIn and Facebook. There were slideshows on both sites of the EDGE Cup golf tournament, a sailing trip to the Great Barrier Reef for non-golfers and the three evening dinners.

Not only could attendees use the EDGE app to arrange their one-on-one meetings, personalize their schedules and message other attendees, but sponsors could use it to upload marketing collateral, while an activity feed let attendees upload messages and photos. The EDGE app closed three weeks after the event's end date of July 23 and has been replaced by a password-protected website for EDGE attendees only with a forum, contacts database and sponsor marketing.

Searle said EDGE performed better than planned from a bottom-line standpoint. "Financially, it was excellent. Our goal was to break even in the inaugural year, but we actually made a significant profit while still offering the best of facilities, entertainment and activities. EDGE sponsor revenues were predominantly drawn from sponsors' and distributors' alliance marketing budgets. This is because the audience was channel partners, and different, often untapped, budgets are allocated to target this significant buying market."

As a conference and executive forum, EDGE was extremely successful, Searle said. "We already have several commitments for 2016 from sponsors and co-hosts, and their feedback has been amazing," she continued. "We've received about 130 unsolicited emails so far thanking us and applauding the event and the ARN/Reseller News teams. Attendees also have indicated their intentions to come again next year."

She said EDGE will be an ongoing destination conference. "Done well, destination conferences are a fast-track way to develop and strengthen a community," Searle concluded. "The general business theme of leadership through transformation gave EDGE a focus that C-level executives were attracted to and could gain from. It also helped in the development of a significant and meaningful agenda."

Click here for ARN's media coverage of EDGE. For more information contact Susan Searle. ■

Job Spotlight

On the job: Media Support Specialist

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name
Lauren Costello

Title
Media support specialist, CIO Executive Council (CEC)

What a media support specialist does
I'm responsible for producing two to three one-hour webcasts per month for our CIO clients. These sessions are typically CIO-hosted presentations, panels and roundtables. The topics range from tactical IT to leadership topics. My responsibilities include marketing/recruitment efforts, creating Salesforce campaigns and PowerPoint presentations, loading presentations into the Adobe Connect platform, building polls and creating and adding content to our member platform, the CEC Exchange. It's my job to ensure that the production of our webcasts runs smoothly and our participants have a flawless experience. I'm also responsible for providing a valuable experience for our CIO clients by connecting them with a range of speaking/visibility opportunities for many of IDG's events. The process for selecting the clients is pretty straightforward. I collaborate with the client relations team and/or leverage Salesforce to identify who would bring value to the event I'm recruiting for. If it's a regional event, I'll look for members who are in that area. With just a few exceptions they can come from any type of organization, as long as they are an active CEC member. Last year, as a team, we placed more than 250 clients across the globe.

The services I provide and who my customers are
I provide organizations with exclusive media and speaking opportunities, which gives them a platform to share and showcase their success stories. Our customers consist of hundreds of the world's leading chief information officers and IT leaders who share a passion for influencing the future of the CIO role.

Key skills required for my job
Being organized and paying close attention to detail is extremely important, as is being able to stay calm under pressure, as anything can go wrong once the webcast is live. The ability to work with all management levels and high-level executives is also a key skill for my role. Since I work with many departments in the CIO Executive Council, being able to collaborate is also a good skill to have.

A typical day
Each day is different depending on the project I am working on. If I have an upcoming virtual session my time is spent making sure my checklist is completed. Do I have the presentation from the presenter? Have I built any necessary polls, did I set up my reminders and feedback templates? If I am working on placements, I'm talking with the client relations team and searching Salesforce for the appropriate clients to target for outreach.

CIO Executive Council Media Support Specialist ***Lauren Costello*** *joined IDG in 1999.*

Best part of my job
The variety! I never have a dull day. Hearing our client's pain points and accomplishments can be very insightful. It's nice to know that we as a whole team are here to help them along their journey. I've also had the pleasure of meeting and working with some really cool people throughout my tenure with IDG.

Most challenging part of my job
The most challenging aspect of my job is the time constraints. There are so many tasks to get done and often not enough time to complete everything as planned. However, I find that making a to-do list and crossing things off as they're completed is very helpful. When all is said and done, I may not have accomplished everything on my list, but it keeps me focused and helps me manage my time more efficiently.

What my colleagues would be surprised to learn about me
I'm a 16-year IDG veteran. ■

noteworthypeople

New employees

Cui

IDC China has hired **Kai Cui** as research manager with its Telecoms group. He has spent the last five years working as a product manager in the unified communications and collaboration market in a variety of industries including banking and energy. He earned a degree in applied computer science from Beijing Union University and enjoys football and video games. kcui@idc.com

Brainard Baccay joins **IDC Philippines**' IS department as a senior web designer. He has experience in user interfaces, web graphics and software design and development. He graduated from the Philippines' Cayuga State University with a B.S. in information technology and enjoys aesthetics, design and playing guitar. bbaccay@idc.com

New at **IDC Malaysia** is Associate Market Analyst **Levia Yam**; she will be responsible for managing the Hardcopy Peripherals Tracker. A recent graduate of the U.K.'s Sheffield Hallam University with a degree in business and economics, she enjoys travel, solo backpacking and sports. lyam@idc.com

Also new at **IDC Malaysia** is Market Analyst **Hayden Wang**. He previously worked in marketing in the health care and banking industries. He holds a B.S. from Melbourne, Australia's Monash University and in his free time enjoys reading, movies and marathons. hwang@idc.com

IDC Malaysia has also hired **Chong Wai Mun** as a market analyst, responsible for tracking, analyzing and forecasting market trends in the Large Format Printer market. She previously worked at Millward Brown Malaysia in brand and advertising tracking. A graduate of Malaysia's HELP University, she holds a B.S. in psychology. Away from the office she enjoys badminton, foosball, yoga and "Game of Thrones." wmchong@idc.com

IDG Communications' Corporate Sales division has hired **Sheila McNamara** as an account coordinator. Previously a media consultant with Dex Media, she earned a bachelor's degree in economics from Regis College in Weston, Mass. An avid traveler, she has two Caribbean trips scheduled this year and next year plans to go to Ireland. smcnamara@idgcommunications.com

On track

*Members of IDG's International Publishing Services' San Francisco office put the pedal to the metal on a recent go-kart summer outing. (L-R): IDG World Update Assistant Editor **David Bromley**, IDG News Service Staff Writer **Zach Miners**, IDGNS Senior U.S. Correspondent **Stephen Lawson**, IDGNS U.S. Correspondent **Blair Hanley Frank** and IDGNS Senior Correspondent **Martyn Williams**.*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
David Bromley *IDG Int'l Publishing Services*

26
Simon Salamon *IDC*

20
Gemma Dietrich *IDC*

19
Joel Asblom *IDG Sweden*

17
Christina Kearney *IDC*
Amy Konary *IDC*

16
Jim Hutson *U.S. Media*
Cushing Anderson *IDC*

15
Markus Pilzweger *IDG Germany*

13
Michael Shirer *IDC*

10
Laura DuBois *IDC*
Lynne Dunbrack *IDC*
Kathleen Hobin *IDG Technology Services Group*

9
Wayne Yii *U.S. Media*
Ryan Reith *IDC*
Shannon Roche *IDC*
Heather Levinson *IDC*
Takuo Tsuya *IDC Japan*
Joel Westerholm *IDG Sweden*

7
Sughand Tolani *IDC META*

6
Dayna Klein *U.S. Media*
Josh Grossberg *IDG Global Solutions*

5
Rosalind Craven *IDC U.K.*
Chris Catatao *IDG Connect*

4
Renata Grabowiec *IDG Poland*
Agata Kubiak *IDG Poland*

3
Marzena Samsel *IDG Poland*

2
Sharon Florentine *U.S. Media*
Jess East *U.S. Media*
Allan Fromen *IDC*
Matthew Brunning *IT World Canada*
Nicolas Ide *IDC Chile*
Anulekha Shetty *IDC META*

1
Mauricio Rojas *IDC Chile*
Amro Alkhatib *IDC META*
Uzair Mujtaba *IDC Saudi Arabia*
Janice Worsfold *IDC U.K.*

See the news summary on IDG Central

The daily news summary is produced by IDG Corporate Marketing and provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry. You can view the News Summary on IDG Central's Press Summary section or request to be added to the distribution list by contacting Colleen Barry. Recent news items include:

Why Google's Alphabet Shakeup Makes Sense (The Verge)

Twitter Lifts 140-Character Limit for Direct Messages Today (The Wall Street Journal)

Vertical Video on the Small Screen? Not a Crime (The New York Times)

8 Apps That Will Make It Easier for You to Work Between Countries and Time Zones (Mashable)

Programmatic Video Goes Cross-Screen As Marketers Make More Use of TV Data Segments (MediaPost)

celebrating20

Laura Nurzynski

Group VP, Integrated Marketing and Sales Enablement

IDC

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDC's Laura Nurzynski traveled to Costa Rica in February 2015.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Lauren Costello *CEC*
Alexis Hines *IDG Enterprise*
Lynn Holmlund *IDG Enterprise*
Laura Nurzynski *IDC*
Carolyn Rauch *IDG World Expo*
Susan Searle *IDG Australia*

Date joined IDC

November 1992

Career path

I've had an amazing career path at IDC. I started as a graphic designer in the Publications department and then transitioned to Consulting Production, managing a team of designers and implementing a project tracking system. I moved into Sales Operations after a few years, and since 2001 I have developed go-to-market offers. Now, as group VP, I lead several market-facing custom areas including Integrated Marketing, Thought Leadership and Sales Enablement.

Why I chose this trip

I've done quite a bit of travel for work and pleasure and wanted to travel somewhere I had never been. We also wanted a warm-weather getaway. We sure picked the right winter to escape from New England and journey to Costa Rica.

Who you traveled with

My boyfriend, Christopher Graham.

Trip highlights

If you haven't been to Costa Rica, I definitely recommend you put it on your bucket list. We fell in love immediately with the welcoming culture and amazingly friendly people. The highlights of our trip included travel to several of the microclimates you will find in the country including the volcano and cloud forest area, rain forest, beach and Pacific Coast national park.

We had an illuminating Valentine's Day dinner overlooking the Pacific.

We enjoyed the perfect mix of outdoor adventures and relaxing. Zip lining above the canopy on a zip that went almost 50 mph was a thrill. I'm glad that I did not let my fear get the better of me; it was an experience I will never forget. Walking along the hanging bridges high over the rainforest and snorkeling/swimming during a sunset cruise were a few of our other adventures. The flying fish were amazing to see as they attempted to escape the birds fishing for dinner. Photographing the abundance of wildlife — monkeys, sloths, iguanas, lizards, birds, butterflies and deer — was a treat. One of my favorite activities in the Arenal area was soaking in the hot springs at the Springs Resort & Spa after our outdoor adventure. We want to return and see the Caribbean coast as well as the hatching of the sea turtles.

Making a tree in the trees on the Hanging Bridges tour.

The clouds cleared for a marvelous view of the Arenal volcano.

We had a great view from our pool in Quespos.

» IDG's ANNUAL EMPLOYEE PHOTO CALENDAR CONTEST IS NOW OPEN CLICK FOR DETAILS

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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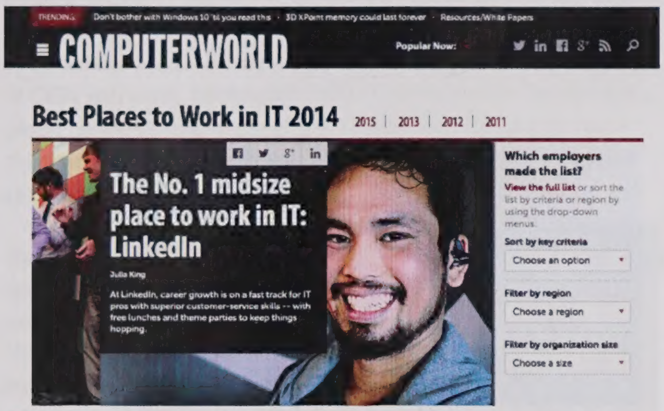
IDG Enterprise brands make strong showing at Azbee Awards



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COMPUTERWORLD

Popular Now:

Best Places to Work in IT 2014 2015 | 2013 | 2012 | 2011

The No. 1 midsize place to work in IT: LinkedIn

Julia King

At LinkedIn, career growth is on a fast track for IT pros with superior customer-service skills -- with free lunches and theme parties to keep things hopping.

Which employers made the list?

View the full list or sort the list by criteria or region by using the drop-down menus.

Sort by key criteria: Choose an option

Filter by region: Choose a region

Filter by organization size: Choose a size

Computerworld, CIO and Network World brought home a total of 20 awards from the American Society of Business Publication Editors event that recognizes editorial and graphic design excellence.

SEE MORE ON PAGE 4

Also inside

IDG Germany's CIO Summit heads for the hills

One on one: IDG Germany's Business Media Publisher Michael Beilfuss

On the job: IDC Insights Sales Operations Manager Suzanne Denton

Employees at IDG's 492 OCP building in Framingham, Mass., unwind during a summer social.

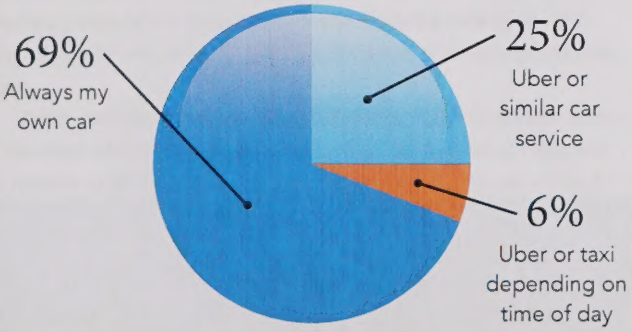
SEE MORE ON PAGE 7

Unsung hero: IDC Brazil Senior Market Analyst Renato Rosa is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

What's your preferred ride?



Log on to www.idgcentral.com to vote on this week's question:

Is ad-blocking unethical?

CLICK HERE

See the news summary on IDG Central

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IDG CMO Josh London: Tech Marketers Want Performance and Trust From Media Partners (Advertising Age)

The Wall Street Journal is targeting its loyal subscribers with its new news digest mobile app (NiemanLab)

Programmatic advertising set to surge, but the industry still lacks skills (The Drum)

Publishers latest mobile-engagement trick: the truncated article page (Digiday)

New York Times Plans to Make Its Mobile Ads More Native, Less Interruptive (AdAge)

IDG Germany's exclusive CIO Summit brings networking to a whole new level

There are CIO Summits, and then there are CIOs who summit. For the past four years IDG Germany has teamed up with Oracle to create an event that blends both: a CIO Summit and an activity that literally enables the participants to scale new heights.

The concept began a few years ago when CIO Editor-in-chief **Horst Ellermann** and Jürgen Kunz, Oracle's SVP for Northern Europe, brainstormed ideas for new peer group initiatives. Tapping into Kunz' enthusiasm for rock climbing, mountain biking and skitouring, the two developed a plan to create an elite group of CIOs and bring them together for mountain activities and peer group conversations. Kunz also enlisted in his friend and world champion rock climber Stefan Glowacz, well-known in Germany as an adventurer and businessman.

(L-R): **Robert Gammel**, freelance producer for IDG Germany's C-level events, and Deutsche Bahn CIO **Frank Scholz** enjoy dinner with a view.

The location changes yearly, but the concept remains the same: a group of up to 10 CIOs willing to push their limits in the Alps, a famous adventurer, a mountain guide, Kunz and Oracle as host and IDG as the facilitator and organizer of the event.

Last month, the group tackled a summit close to Germany's highest mountain, the Zugspitze. After a welcome dinner on a terrace with a spectacular view of the Alps, Kunz spoke briefly on various industry developments from Oracle's perspective (one catchphrase from the evening: "the uberization of industries"), which kickstarted post-dinner discussions.

CIO Editor-in-chief **Horst Ellermann** takes off on the bike stage of the ascent.

After breakfast the next day, the group rode mountain bikes to the start of a demanding hike up to an altitude of 2,100 vertical meters (6,889 feet), with a rest stop at a hut with good food and Bavarian beer.

The CIO Summit team makes a stop on the bike trail.

That evening, Glowacz showed a film about one of his recent explorations of rock walls in Alaska that had not been climbed before. He spoke about what businesses could learn from extreme sports and expeditions: that while participants may start with a precise plan, they have to be able to react to unforeseeable changes during the trip.

Getting to the best views takes some climbing effort.

The invitation list is mutually agreed upon by Oracle and IDG, targeting CIOs at global companies with 5,000 or more employees such as Adidas, Allianz, Infineon, Axel Springer, the railway Deutsche Bahn and retail chain Tengelmann. While some have been invited multiple times, there are always new participants each year. Oracle's sponsorship is one of IDG Germany's highest-priced CPL programs. The approximately 5,000 euros (US$5,435) per participant covers their costs for the trip and payment to IDG Germany for organizing the event.

IDG Germany helps maintain the connections that participants make during the CIO Summit by creating other opportunities for them to meet, such as having an exclusive table for them at the CIO of the Year event.

Write to Associate Publisher Sebastian Woerle. ■

OneonOne

Michael Beilfuss

IDG Germany

The publisher of IDG Business Media is this week's columnist. Reach him at mbeilfuss@idgbusiness.de.

> "Collaboration is the new — and in many cases — decisive factor in our success. We're fostering an environment in IDG Germany without barriers between departments."

Q IDG is in the midst of rebranding itself as a global tech media, data and services company. What is IDG Germany doing in its local market to support this vision?

A We're determined to reach out to the hearts and minds of our customers, readers and employees to create a clear vision of IDG Germany as a technology media, data and services company. In particular, this includes a strong roadmap of innovations — from an editorial approach in which our media brands are centered around the SMAC [social, mobile, analytics and cloud] stack and digitization to a strongly data-driven publishing approach.

> "Many of our clients and some of our competitors really admire IDG for its ability to change and create anew whilst standing strong for great traditional values."

We are also incorporating the extensive use of new technologies within our processes (for example, in the big data area, in marketing-automation, etc.) and seeing real advantages for our clients when leveraging such technologies in custom services.

Most important to me is: The journey toward becoming a real technology media, data and services company is just beginning. And each employee of IDG is in the driver's seat. There is not one job in at IDG Germany not being elevated and enriched through this process.

Q What does it mean to be a media, data and services company?

A It simply means that we are focused on some of the fastest growing and most promising segments of the B2B and business information market overall. Many of our clients and some of our competitors really admire IDG for its ability to change and create anew whilst standing strong for great traditional values. IDG's capacity to create unique solutions and real competitive advantage for our clients comes from the breadth of our product and service portfolio as well as from the level of integration. It feels good!

Q Have you made any changes in the way departments/employees work with one another?

A Collaboration is the new — and in many cases — decisive factor in our success. We're fostering an environment in IDG Germany without barriers between departments. The types of products and services we're creating and selling in the age of "technology media, data and services" are collaborative products. Today, we're able to analyze and target hundreds of thousands of our digital readers in real time based on their demographics and content consumption. We can only do so because editors, technologists, data specialists and sales representatives constantly put their heads together to create the right content to publish at the right time that is supported by a capable content management system, analyzed by a unique technology infrastructure and monetized with innovative solutions. Real teamwork. We cannot move forward without it. And the best thing about it is this: Everyone in the company feels the enrichment to his or her professional environment that results from collaborating with others.

Q You recently held your annual sales offsite meeting. Can you talk a bit about what you did and why?

A As I said in the beginning, all of our employees are in the driver's seat — in particular, our sales folks. They are at the forefront of this new effort. Therefore, there was no question that we would fully commit this year's IDG Sales Day to this topic. We had two great days. The key objective was to create a common understanding of what this positioning of IDG means to everyone in the organization, which (new) competitors we have to have in mind, which skills and talent we need to succeed and how we can optimize processes and collaboration to strengthen our execution capabilities. It was not a surprise that this turned out to be a process itself — not something that can be done in one meeting. It was very good to see that our sales teams really share the vision and that we have many products and services sold already to many clients in the areas of technology media, data and services. ■

We'd like to hear from you

Do you devote some of your free time to volunteer work? If so, we'd like to hear about it. The IDG World Update editors are putting together a feature on the various ways colleagues give back to their communities. Please drop a line to world_update@idg.com.

IDG Enterprise brands make strong showing in annual Azbee Awards

Computerworld dominates with eight national gold awards, CIO snags three

IDG Enterprise had a great night at the national Azbee Awards of Excellence last month, where Computerworld, CIO and Network World brought home a total of 20 awards — more than half of them gold. With eight gold awards, Computerworld was the night's single biggest winner of top honors, including Best Cross-Platform Package of the Year. Presented by the American Society of Business Publication Editors, the Azbees honor, in digital and print categories, editorial and graphic design achievements. The awards were presented as part of the ASBPE's annual National Conference on July 24 at New York University's Kimmel Center for University Life.

Commenting on the awards, IDG Communications Chief Content Officer **John Gallant** noted: "IDG's editorial teams work hard to deliver relevant, valuable content focused on the specific needs of their audiences. It's incredibly rewarding to have this content recognized and honored by peers. But it's no surprise to me that we've done so well because I work with these talented editors, reporters and designers day in and day out. I'm thrilled for them."

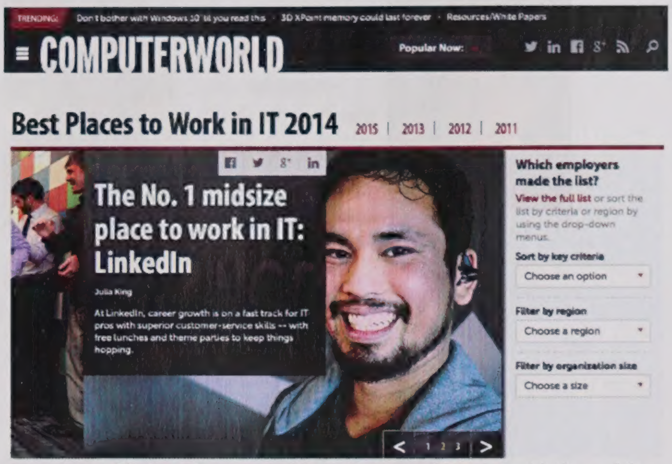
The awards presented to IDG Enterprise staff are:

Computerworld

Best Cross-Platform of the Year
100 Best Places to Work in IT 2014
Tracy Mayor, features editor; Mari Keefe, editorial project manager; April Montgomery, art director; Julia King, executive editor, events; Bob Rawson, managing editor, copy and production.

National Gold: Best Special Section
Salary Survey 2014
Mari Keefe, editorial project manager; Valerie Potter, managing editor, features; Stacy Collett, contributing writer; April Montgomery, art director; Bob Rawson, managing editor, copy and production

National Gold: Best Original Research
100 Best Places to Work in IT
Mari Keefe, editorial project manager; Tracy Mayor, features editor; April Montgomery, art director; Julia King, executive editor, events; Bob Rawson, managing editor, copy and production


TRENDING:
Don't bother with Windows 10 'til you read this · 3D XPoint memory could last forever · Resources/White Papers
COMPUTERWORLD
Popular Now:
Best Places to Work in IT 2014
2015 | 2013 | 2012 | 2011
Sort by key criteria
Choose an option
Filter by region
Choose a region
Filter by organization size
Choose a size
1 2 3

The No. 1 midsize place to work in IT: LinkedIn

Julia King

At LinkedIn, career growth is on a fast track for IT pros with superior customer-service skills -- with free lunches and theme parties to keep things hopping.

Which employers made the list?

View the full list or sort the list by criteria or region by using the drop-down menus.

Computerworld's Best Places to Work in IT 2014 earned Best Cross-Platform of the Year honors as well as a gold award for Best Original Research.

National Gold: Best Digital Magazine
Ken Mingis, managing editor, news; Ellen Fanning, editor; Jamie Eckle, opinions editor; April Montgomery, art director; Bob Rawson, managing editor, copy and production

National Gold: Best Online Product Review
Android 5.0 Deep Dive Review: Exploring Lollipop's Many Layers
JR Raphael, contributor; Barbara Krasnoff, senior reviews editor

National Gold: Best How-to Tips/Service
Defensive Computing
Michael Horowitz, contributing blogger

National Gold Best Contributed Column
Benefits of an Unstructured Career/A Cycle of Mistrust
Paul Glenn, columnist; Jamie Eckle, opinions editor; Bob Rawson, managing editor, copy and production; April Montgomery, art director

National Gold, Best Website Redesign
Zach Sullivan, manager of user experience design; Matt Goebel, executive producer; April Montgomery, art director; Valerie Potter, managing editor, features; Scot Finnie, editor-in-chief

continued on page 5

continued from page 4

National Gold, Best News Design
Editorial staff and contributors

National Silver, Best Website Home Page Design
Zach Sullivan, manager of user experience design; Matt Goebel, executive producer; April Montgomery, art director; Valerie Potter, managing editor, features; Scot Finnie, editor-in-chief

Top Ten Finalist, B2B Website of the Year
Computerworld staff

CIO

National Gold: Best Use of Social Media
CIO.com editorial staff

National Gold: Company Profile, Long
Western Union: Disruption Déjà vu
Kim Nash, managing editor, Mitch Betts, executive editor, Terri Haas, art director

Nash

Betts

Haas

National Gold: Premium Content Section
CIO.com's IT Resume Makeover Series
Sharon Florentine, staff writer

National Silver: Best Online Product Review
BlackBerry Classic Review: A Killer Smartphone for Keyboard Lovers
Al Sacco, senior editor

Sacco

National Silver: Feature Article Design
Dark Days of the Unemployed CIO
Terri Haas, art director

Top Ten Finalist, Magazine of the Year
Oct.1, Nov. 1, Dec. 1

Brousell

Johnson

CIO magazine editorial staff; Maryfran Johnson, editor-in-chief; Mitch Betts, executive editor; Kim Nash, managing editor; Terri Haas, art director; Lauren Brousell, senior writer

Top Ten Finalist, B2B Website of the Year
CIO.com staff

Network World

National Bronze: Photo Gallery/Slideshow
CIOs rack up millions in incentives
Ann Bednarz, assistant managing editor; Stephen Sauer, art director; Neal Weinberg, executive features editor

Bednarz

Sauer

Weinberg

Top Ten Finalist, B2B Website of the Year
Network World staff

This year, the Azbee Awards attracted 1,272 entries in 82 categories. A full list of winners of the 2015 Azbee Awards is available here.

Enter the 2016 IDG Photo Calendar Contest!

2016
CALENDAR
CONTEST

Entries are now being accepted for IDG's 32nd Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — fortune. First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Send photos to world_update@idg.com. Entries must be received by Sept. 14, 2015. IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in September.

Job Spotlight

On the job: Sales Operations Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Suzanne Denton

Title Sales operations manager, IDC Insights

What a sales operations manager does I assist the VP of End User Sales **Daniel Murphy** with activities and processes that help the sales organization run effectively in support of our team's objectives. The three main aspects of my role are business analytics, territory and compensation planning and sales force enablement, which is making sure the sales team and management have the tools and training they need to be successful.

The services I provide and who my customers are I make sure the entire sales team has all the necessary tools to excel at their jobs, from senior management down though the sales team management and the individual reps. This includes implementing processes, onboarding, territory planning, contract approval, data quality and developing and maintaining key metrics for sales. I work with senior management on reporting monthly results and ensuring they have an accurate view of the business. I'm responsible for making sure the 30-60-90 forecast for senior management is accurate and timely.

Key skills required for my job My job is largely data-driven and very extensive. I rely on Salesforce.com and Excel daily. The job requires excellent organizational and communication skills and the ability to see the larger picture. This is especially true when dealing with different departments on projects. Often, what may be the best way for sales may not work well with finance. Part of my job is developing different scenarios on how best to make the processes work cohesively for all departments.

A typical day Each day has different challenges, so my responsibilities are different at various times of the month. A typical day is spent reviewing opportunities in Salesforce.com for accuracy to correct product and pricing, as well as confirming other relevant data points. I may spend an hour onboarding a new sales rep on one of our many systems, such as Salesforce.com or QuickExpense. I could then verify some new account entry requests to ensure they are assigned to the correct sales team and sales rep. The first week of the month is always spent reconciling bookings from the prior month to ensure they are assigned correctly for compensation payouts, and the last week is mostly spent reviewing booking requests and contracts prior to processing for approval.

Best part of my job I love working with all the different people I encounter, both in my regular duties and in collaborative projects. I also enjoy learning new products; for example, we just launched a trial period of ClearSlide for the sales team. It's a great sales enablement tool that integrates with Salesforce.com and Outlook for recording contacts, follow-ups and other activities and is a great asset for a 360-degree view of the customer.

JOE MOLA

Sales Operations Manager ***Suzanne Denton*** *joined IDC in 2004.*

Most challenging part of my job
Having to switch gears at a moment's notice. I never know when a last-minute request for data points will come from senior management, and it is usually needed "immediately."

A recent accomplishment
I am very proud of the new dashboard I created in Salesforce.com for our end-user reps. It gives a full representation of the reps' current forecast, upcoming renewals and all-important activity tracking. These features allow the reps to see how they are performing against their weekly and monthly metrics and shows them what contacts and accounts have not had recent activity.

What my colleagues would be surprised to learn about me
My educational background is in interior design. Many friends and family members have utilized my sense of design style and DIY skills for interior painting and decorating. Most recently I used these skills to design the new office space at 3 Speen for the end-user sales team.

To see how Suzanne put her design skills to work on behalf of the end-user sales team, see this article on IDG Central.

noteworthypeople

New employees

Dogra

Nakul Dogra joins **IDC Middle East/Africa/Turkey**'s Dubai office as a senior research analyst with the Systems and Infrastructure group. Previously an associate project director with AMRB (Kantar Group), he holds an MBA from the Indian Institute of Forest Management in Bhopal. In his free time he enjoys playing badminton, squash and football. ndogra@idc.com

Ruthardt

IDG TechNetwork has hired **Rob Ruthardt** as digital sales manager, Midwest. He previously worked for Time Out as Midwest sales director and holds a degree in advertising from the University of Florida. He enjoys "anything pop-culture-related" and taking advantage of Chicago's cultural offerings, restaurants and bars. robert_ruthardt@idgtechnet.com

Kondakov

Konstantin Kondakov joins IDG's **Digital Media Group**'s San Francisco tea as director, Web Operations. He was previously manager, DevOps at BabyCenter and director of global production operations and IT at Certain, Inc. He earned an MBA in information systems from the State Academy of Management in Moscow, Russia, and enjoys developing his childrens' figure skating, ice hockey and chess skills; his seven-year-old son is on the top-five list of U.S. chess players in his age group. kkondakov@idgcommunications.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Mary Fanning *U.S. Media*

26
Vaske Heinrich *IDG Germany*

19
Andrea D'Amato *IDG Global Solutions*

17
Alain Pétrissans *IDC France*

16
Hoang Nguyen *IDC*
Laurie Butson *IDG*

15
Filomena Cherta *IDC Latin America*

14
Robert Weber *IDC*

13
Edgar Fierro *IDC Mexico*

12
Karen Haslam *IDG U.K.*

11
Lisa Rowan *IDC*
Szymon Augustyniak *IDG Poland*

9
Bethany Whiffin *U.S. Media*
Francis Dunne *IDC*
Judi Brown *IDG Connect*
Marcus Jerräng *IDG Sweden*

8
Konrad Karczewski *IDG Poland*
Rob Burbach *IDC Canada*
Fredrik Roos *IDG Sweden*

7
Matthew Smith *IDG Connect*

6
Jeff Gallagher *U.S. Media*
Quang-Tue Nguyen *IDC*

5
Joao Felizardo *IDG U.K.*
Kathryn Cave *IDG Connect*

4
Diana Scott *U.S. Media*
Gail Fulciniti *IDC*
Michelle Yang *IDG Korea*
Fabio Oliveira *IDC Brazil*
Abraham Llandez *IDC Mexico*
Elaine Lee *CIO Executive Council*
Oscar Englund *IDG Sweden*

3
Leslie Santiago *IDC*
Hans Peder Hostrup *IDC Nordic/ Denmark*
Martin Kylberger *IDC CEMA*

2
John Sellazzo *U.S. Media*
Laura Byrnes *IDC*
Pedro Silva *IDC*
Justin Ellis *IDG Global Solutions*
Mervin Miemoukanda *IDC South Africa*
Sara Nur *IDC Saudi Arabia*
Nabila Popal *IDC META*

1
Lee Goulet *U.S. Media*
Suya Xiong *IDC*
Sidney Udechukwu *IDG U.K.*
Sookyung Lee *IDG Korea*
Emilio Parra *IDC Mexico*
Nadhiya Balraj *IDC U.K.*
Yash Dogra *IDC META*
Anneli Gaeyner Funck *IDG Sweden*

Food fest in Framingham

Good eats were provided by Dining Car (sandwiches and salads), Cod Squad (fresh New England seafood) and BoneTown Burgers.

Food trucks rolled into the parking lot at 492 Old Connecticut Path in Framingham, Mass., last week as part of the summer social festivities organized by the 492 OCP Community Action Board.

For a couple of hours on a beautiful afternoon, employees noshed on a variety of lunch choices, tossed beanbags for impromptu cornhole challenges, tried out a life-size Jenga game and cooled off with treats from the ice cream truck.

Business units in the building include U.S. Media, IDG Research Services, IDG List Services, IDG Connect, CIO Executive Council, IDG Global Solutions, IDG Strategic Marketing Services and the IDG Human Resources Services Division.

(L-R): Director of Strategic Solutions ***Carole Sacino*** *and Market Research Analyst* ***Lynne Passanisi****, both of IDG Research Services, try out their skills at the cornhole gaming area.*

Click here for more photos.

unsunghero

Renato Rosa

Senior Market Analyst

IDC Brazil

*IDC Brazil Manager, IT Services and Enterprise Hardware **Pietro Delai** named Senior Market Analyst **Renato Rosa** his team's Unsung Hero. "Our customers are looking for market insights that help them define strategic movements to better address their customers and prospects. Just as important as the quality of the information we supply is the timely manner that we deliver it. Renato was able to speed up the data-capture process for the Brazil IT Services Tracker, sync it with the regional program manager and then with the Worldwide team. Long waits for many customers were reduced without losing any precision on the data gathered."*

Primary job responsibilities

As a member of the Enterprise team at IDC Brazil studying the Services, Software, Servers and Storage market, I am involved in market research and consulting services projects.

Three things I do in a day's work

Every day I work with the largest services providers in Brazil, conducting interviews to understand market behavior from the vendors' point of view. Through quantitative analysis I write and produce relevant studies on Brazil's dynamic services providers. I also do some consulting to help develop solutions for specific needs.

What I love most about my job

The opportunity to interact directly with senior service-provider executives to understand their strategies and influence their decisions in their markets.

Most challenging part of my job

Meeting customers' need for reports with the best qualitative information against aggressive deadlines and lowered costs. To meet this demand, we need to improve our interview processes, information consolidation and presentation formats.

Latest accomplishment

We completed a study for the Brazilian Association of Information Technology and Communications Companies on Brazil's offshore services market. This study is extremely important because it is a reference for the government to discuss strategies to stimulate this local market.

*Senior Market Analyst **Renato Rosa** joined IDC Brazil in 2014.*

Career highlights

Expanding relationships and contacts with leading service providers, reducing processing time and improving data analysis and publishing opinions and market briefings through media publications.

What I'm doing to be a better employee

I always try to be a facilitator in a team situation and share opinions to produce a collaborative growth environment.

Interests outside the office

I am a devoted husband and father and have an eight-year-old son and a two-year-old daughter. Whenever possible I enjoy travel, playing the piano and reading.

What others can't tell just by looking at me

I am passionate about astronomy and would love to go on a sub-orbital flight to feel closer to the cosmos.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Sharon Machlis *Computerworld*
Renato Rosa *IDC Brazil*
Sebastian Woerle *IDG Germany*

» IDG's ANNUAL EMPLOYEE PHOTO CALENDAR CONTEST IS NOW OPEN CLICK FOR DETAILS

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 6 | UNSUNG HERO - page 8

Digital storytelling tool unlocks new opportunities for edit, sales

IDG Germany has been using Pageflow to create impressive editorial, sponsored and custom multimedia content that has attracted clients who want their products to come to life in this new, engaging format.

SEE MORE ON PAGE 4

Also inside

Summer interns make solid contributions at IDC

One on One: IDC Group VP, Investor Research Kevin Kane

On the job: IDC Benelux Business Development Manager David Davis focuses on event partners.

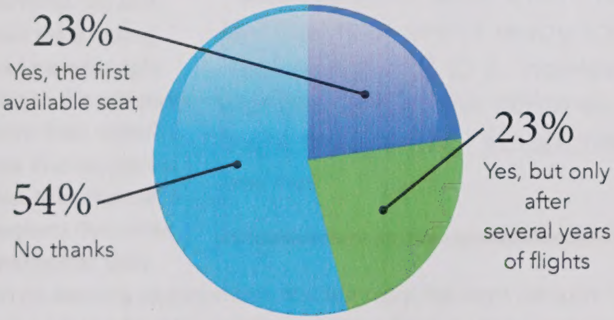
SEE MORE ON PAGE 7

Unsung Hero: Network World Online News Editor Michael Cooney is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

If cost were no issue, would you want to be a tourist on a commercial space flights?



Log on to www.idgcentral.com to vote on this week's question:

What's your preferred ride?

CLICK HERE

Countdown to Apollo

In the next few weeks, the IDG News Service staff will be the latest IDG editorial group to use the Apollo CMS. A team from IDG International Publishing Services and U.S. Media's Digital Media Group is putting the finishing touches on the application and met last week in IPS's Boston office. (L-R): Leslie Haasch, project manager, DMG; Patrick Kenney, IT director, IPS; Donald Botts, senior developr and network manager, IPS; Bill Kiszka, senior web developer, DMG.

Interns make solid contribution to IDC while they gain valuable experience

Ten of IDC's 12 summer interns at their kickoff meeting in June. Back l-r: ***Kevin Finnegan, Steven Lundstrom, Nick Marchessault, David Immerman*** *and* ***Dan Weinberg.*** *Front l-r:* ***Cecilia Cheng, Minzhi Liu, Michaela Shulock, Jesse Kinel*** *and* ***Jocelyn St. Martin.*** *Not pictured:* ***Sharron Zhu*** *and* ***Brandon Carr,*** *who is located in the San Mateo, Calif., office.*

MICHELLE HOCKMAN

IDC's summer interns are about to wrap up their 10-week program, and when they head back to their college campuses next month they will take with them valuable on-the-job experience and leave behind some great work.

"Our department decided to participate in the intern program this year in order to tackle a long-delayed series of emerging vendor profiles," said **Mary Johnston Turner**, research VP, Enterprise Systems Management Software, who is supervising **David Immerman**, a 2015 graduate of Marist College in Poughkeepsie, N.Y. "We were looking for an intern to help drive a series of vendor interviews and create drafts of profiles and then collaborate with the lead analyst on collecting vendor feedback and developing the final document. David was faced with a fire hose of information about several dynamic markets and emerging vendors. In just a few weeks he was able to get up to speed and add real value to the research process. David's energy and talent demonstrated how even a mature company like IDC can benefit from new perspectives."

For his part, Immerman said he is grateful for the opportunity to learn. "I have only been here for eight weeks, and I cannot describe how much I have learned about software, among other things. I have been able to develop many skills including writing, researching and communicating. This internship has also given me a feeling that I have brought value to the company. I know from experience that companies often offer internship programs that entail meaningless tasks with no learning opportunities; this internship has been completely on the other side of the spectrum. I got to have my name attached to the vendor profiles, which was really cool because I got to see my hard work pay off and witness my contribution to IDC."

> "Most people, after their internship, say that they aren't ready for the 'real world' of 9 to 5. However, after working at IDC this summer, I am more than ready, I am excited!"
>
> *Jesse Kinel*

It's a win-win outcome that is common among interns and their managers across IDC. "The IDC intern program is a great opportunity for both the intern and the supervisor," said **Suzanne Denton**, sales operations manager. "For me, having an intern has been invaluable. It allows me the advantage of short-term support to complete some projects that may otherwise keep getting delayed. And for IDC, the program allow us to test out potential future employees. Many times the interns have a fresh perspective on how to complete tasks, which can assist in streamlining current processes."

Denton, who has participated in the program for the past four years, is supervising **Michaela Shulock**, a junior at Lehigh University in Bethlehem, Pa., who will graduate with a double major in marketing and finance. Shulock has been spending much of her time updating contacts in Salesforce.com and managing potential new leads. "I am a sales intern, however, a huge benefit of the program is that I have been able to also work with the Insights marketing team one or two days a week. As a dual major in college, I really value the diverse set of skills that I'm gaining. My manager wants me to learn as much as possible in these 10 weeks, so she is always flexible when I want to work on a specific project."

In place for more than 15 years, the IDC summer internship program is designed "to bring in accomplished students to assist in key areas of our organization and to create a pipeline for future talent," according to Human Resources Manager **Michelle Hock-**

continued on page 5

OneonOne

Kevin Kane

IDC

IDC's group VP, Investor Research, is this week's columnist. Reach him at kkane@idc.com.

> "The management teams of public companies will often report on the positive aspects of their companies and downplay the challenges that their companies face. Our clients find value in the unbiased opinions of IDC analysts to help them fully understand the true strengths and weaknesses of those companies."

Q What is IDC's Tech Investor business?

A The IDC Tech Investor business is a customized research service for technology investors. We typically work with analysts and portfolio managers at hedge funds, mutual funds and private equity firms — these firms are referred to as the "buy-side" in the world of finance. We launched the business in 2008 in response to growing demand for customized research support from the buy-side. Our approach was to create a high-touch and differentiated research offering by installing a group of Tech Investor analysts who had relevant financial experience. The Tech Investor team consists of **Michael Hennessey**, **Doug Bell** and **Joseph DeCristofaro**. This strong team has been able to create significant credibility with the demanding buy-side community by clearly demonstrating that we understand our clients' perspectives while delivering a superior product leveraging IDC's unrivaled research portfolio.

We currently have more than 70 clients that purchase a quarterly subscription to the Tech Investor business. The majority of our clients are based in the U.S. (primarily Boston, New York and San Francisco), however, we do have a number of clients in Canada and the U.K. At this point, we service all of our clients from IDC's Framingham, Mass., headquarters although we do expect to expand our team to Europe and Asia as our international client base grows over time.

Q How do your clients use Tech Investor?

A We have identified three main areas where we can effectively address important client challenges: 1) the need for reliable data; 2) the need for unbiased and educated opinions; and 3) the need for efficient delivery of critical information. Our clients invest in public companies, and they are tasked with knowing as much about a particular company as possible before directing their funds. Buy-side investors are highly quantitative analysts and rely on data to create models to ultimately determine the risks and rewards of a potential investment. Thus, these investors use IDC's extensive data library to create and maintain their industry and company models. Further, these investors use qualitative discussions with IDC's broad network of analysts to expand their own knowledge base and confirm the key assumptions used in their models. Finally, these investors work at a frenetic pace and require information to be delivered in the format they need as quickly as possible, and the Tech Investor team is happy to assist.

Our Tech Investor team of analysts is tasked with creating strong relationships with clients so that we may address all of these client needs in the most productive and efficient way possible. In addition to reacting to incoming requests, we have created an investor-specific push research product to ensure that our clients are seeing the most relevant information being created by IDC as soon as it becomes available. Our team has worked closely with IDC research teams to create a concise research template that we deliver via email to clients. We only send information that we have identified as most useful for our clients, and our pro-active approach to customer service ensures that our clients often already have what they need from us when working on an important project. And while we are careful to avoid sending excessive emails to our clients, we do attempt to find the right balance (three or four per week) to ensure that our names are always near the top of our clients' inboxes whenever they need assistance.

So far, our high renewal rates and positive customer survey responses tell us we are successfully adding value to our clients' research process. However, our team goal is to provide an ever-improving customer experience.

Q Can you give a few brief case study examples?

A We recently assisted a client with a "deep-dive" into Hewlett-Packard. The project required the Tech Investor analyst to create a company model for HP's key business segments, which the client identified as IT Services, Peripherals, Software, Servers and Storage. The models consisted of historical market share data for HP and its key competitors for each business segment and IDC's corresponding market projections for each segment. We then arranged conference calls with IDC analysts to discuss each business segment, including specific questions that the client had created as a result of looking at the company model.

We frequently assist clients following their meetings with company management or following the quarterly earnings calls of publicly traded companies. The management teams of public companies will often report on the positive aspects of

continued on page 6

IDG Germany uses new digital storytelling tool for editorial, sponsored and custom content

IDG Germany has spent the last few months using a digital storytelling tool, Pageflow, that has helped the staff create impressive editorial, sponsored and custom multimedia content that has attracted clients who want their products to come to life via this emotionally engaging format.

Pageflow is a mini content management system that combines videos, photos, audio and text to create interactive stories or reports in a single narrative flow. Multiple editors and producers can easily collaborate. The responsive design of the completed projects enables stories to be viewed on devices with any form factor and screen size. Developed in 2013 by Codewise and the German broadcaster WDR, the tool is now available as open source software.

IDG Germany has produced several Pageflow-based editorial stories for its B2B sites, with topics such as connected cars, the Apple Watch, net neutrality, the history of Windows and the history of Cebit; the latter includes an embedded video of Bill Gates, Steve Ballmer and other Microsoft executives dancing onstage during the launch event for Windows 95. The Pageflow projects can be updated periodically and therefore stay online as a storytelling background source regarding specific topics.

The editorial and technical staff is working on a teaser strategy to determine where to best place links to the Pageflow background stories, such as below IDG Germany articles on similar topics, in IDG Germany newsletters or using Outbrain to target and be visible to non-IDG audiences.

Senior Editor **Christian Vilsbeck**, who has worked on several Pageflow stories, spent about 15 hours on his first story on the Apple Watch. "The user interface is very intuitive and within a few hours you can work with all features," he said. "First you have to think about a script and how to tell the story. It's important not to have too much text per page and to put a lot of focus on pictures, videos and optical effects. Finding suitable pictures and videos is the key, since Pageflow has a responsive design, and elements have to look good on different screen sizes."

IDG Germany had not tried to sell ads in its regular Pageflow editorial content so far — though it will, pending market acceptance — as the staff wasn't sure about reach and user acceptance. However, IDG Germany has encouraged clients to exclusively sponsor editorial Pageflows on single topics, and in July the business unit sold its first sponsorship to Telefonica. Set to roll out in November on the Internet of Things, Telefonica will get:

- Three full pages of ads including pictures (galleries), text and video (either background video or YouTube embedded video).
- Link buttons pointing to further information on the client's landing page.
- 10,000 unique user views for the Pageflow experience, which will be fulfilled through IDG Germany's editorial sites and also with additional audience reach through Outbrain, Google and other sources.

IDG Germany has also sold a complete custom-built Pageflow format to IBM. Produced as an editorial asset for a highly successful and long-running content marketing campaign on behalf of IBM called IBM Experts. The History of Cloud Computing began on June 22.

Director of Key Accounts **Sandra Holleber** said seeing how impressive the earlier editorial Pageflow stories turned out inspired the sales team to react quickly and sell the innovation as soon as possible.

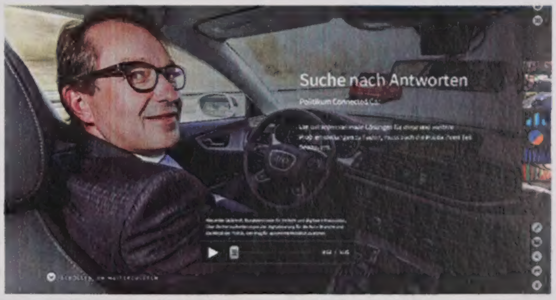
"In the key account business creating momentum is essential, and after

continued on page 5

KARSTEN LINDE

IDG Germany staff who have been involved with the Pageflow digital storytelling tool include (l-r): ***Christian Meyer****, director of content;* ***Florian Maier****, editor;* ***Katharina Friedmann****, editorial project lead, SMS;* ***Sandra Holleber****, director, key accounts and* ***Christian Vilsbeck****, senior editor.*

To access the Pageflow stories on the links included in this article, when the landing page of the story appears, click on the box "Los Geht's" ("Here We Go") to start the Pageflow story. Be sure to have sound enabled on your device, and on the Pageflow page (hover over the third button from the bottom on the right side, which should say "ton ein" ("sound on"). Click if it does not.



Large photos that fill the frame on any device look exceptional in Pageflow. This page in the Connected Car story includes embedded audio.

continued from page 4

Pageflow

watching the beautiful Apple watch piece Christian designed with Pageflow, we decided that this should be a 'must-buy' for IBM to enhance the way stories around the IBM Experts program are prepared and published to the targeted audience," Holleber said.

"Our cloud story really works as an innovative, emotional format and performs particularly well within the social web," said **Katharina Friedman**, project lead for IBM Experts. "It takes the best of two worlds: the close interlinkage of different types of media and different types of content with traditional storytelling."

The team is pleased with the campaign: as of July 15 there were 4,390 visits to the IBM Experts microsite, 3,950 unique users, 25,292 page impressions and 5.76 page impressions per visit.

IDG Germany is paying EUR49 (US$53) per month per software client to use Pageflow. IDG Germany uses two clients: one for editorial Pageflows and the other for custom projects such as the IBM initiative. There are some additional charges for videostreaming but no limit on users and projects under one client.

It is open source under the MIT license and commercial use is allowed. IDG Germany will soon switch from hosting Pageflow externally to having it on its own servers, which will allow for more flexibility in how to use the tool, such as developing individual design templates and functions.

For details on how to use Pageflow in client programs contact Karsten Linde, director of media strategy and marketing.

For questions regarding editorial use and work with the Pageflow CMS contact Christian Meyer, director of content. ■

Pageflow pros and cons

IDG Germany staff who have been working with the new digital storytelling tool share their thoughts:

Pros

- Easy to learn — much less complex than Wordpress.
- Open source and community driven — new features are continually being developed.
- Impressive visual experience.

Cons

- Only IT professionals should install Pageflow on a server. Pageflow is based on Ruby-on-Rails and has some exotic requirements for the server. Wordpress could be an alternative.
- In order to get a very high-quality outcome editors need to invest significant time to find high-quality pictures and videos, such as those from company press materials.
- There are layout limitations. Font families cannot be switched, only adjusted for font size and type (bold, regular, etc.)
- The product is only one aspect. Editors/producers need time to think about distribution models on their webpages, in their mobile outlets or via the social web because both the CMS and the distribution model belong together.

continued from page 2

IDC interns

man, who organizes the program. This year, 12 interns were selected from a pool of more than 300 applicants, 11 of whom are working at the Framingham, Mass., office and one in San Mateo, Calif. Interns are working in research, consulting, marketing, sales and IT.

In addition to a kickoff/welcome breakfast back in June at which **Jackie Kliem**, product marketing manager, helped orient the students to IDC, interns will be participating in a wrap-up session that will include a "speed networking exercise" that Hockman said was designed to help them reflect on and summarize their experiences at IDC. The interns are also invited to a weekly brown bag lunch during which they share experiences, talk about the projects they are working on and get questions about IDC answered.

IDC Sales Operations Manager ***Suzanne Denton*** *and intern* ***Michaela Shulock****.*

Bentley University senior **Jesse Kinel**, who will graduate with a dual major in business studies and health studies, said she was encouraged to apply for the program by a classmate who participated last year. "She said she had an incredible learning experience," said Kinel, who is helping to build content marketing material under the supervision of **Melissa Bambauer**, director, worldwide marketing. "I have worked in a marketing setting before," said Kinel, "but this is the first time I felt like I was given the opportunity to work independently and improve my marketing skills."

"The annual intern program is a great way for IDC to stay connected with local colleges and universities and serve as a partner in helping students grow their skills and resumes," Bambauer said, adding, "our HR team does a great job of bringing the interns on board and keeping them connected to one another throughout the summer so that they can share experiences and learnings."

Kinel said she plans to pass along the good advice she got. "I will tell my friends that they have to apply to this program. I've had other internships that have given me valuable experience, but nothing like IDC. Being able to work with senior people in the company and see your projects through…it's an incredible feeling of accomplishment," she said.

"Most people, after their internship, say that they aren't ready for the 'real world' of 9 to 5. However, after working at IDC this summer, I am more than ready, I am excited!"

For more information, contact Michelle Hockman. ■

noteworthypeople

New employees

Xiao

IDC China has hired **Jean Xiao** as a research manager, Wearables. She has seven years' experience in consumer electronics, most recently with Bose, Sony, Samsung and Ogilvy. She holds a B.A. in accounting from China University of Petroleum in Beijing and an MBA from Beijing's University of International Business and Economics. She enjoys travel, reading and sports. jxiao@idc.com

Rena Esmeralda joins **IDC Malaysia**'s sales department as an inquiry analyst. She previously worked in sales and provisioning for the conferencing and collaboration firm PGi and holds a secretarial degree from Olympia College Malaysia. In her free time she enjoys volunteering at orphanages. resmeralda@idc.com

Also new at **IDC Malaysia** is Research Manager **Ikmal Baharudin**. He graduated from France's Grandes Ecoles with an M.S. in software and telecommunications and is currently doing postgraduate work with Adelaide University and the Massachusetts Institute of Technology in Internet law and security. Away from the office he enjoys kitesurfing, diving, cooking and reading. ibaharudin@idc.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Georg Sing *IDG Germany*

29
Chris Cuoco *U.S. Media*

23
Michael Wallace *IDC*

22
Carol Glasheen *IDC*

20
Keith Kmetz *IDC*

19
Brian Kukowski *IDG Tech Services Group*

17
Michele Putt *IDG International Publishing Services*

16
John O'Malley *IDG Connect, IDG Direct, IDG List Services*

10
Rebeca Cruz *IDC Mexico*

8
Jackie Mellen *U.S. Media*

7
Kimberly Robinson *IDC*
Michael Latchford *U.S. Media*

5
Chris Dover *IDC*
Sony John *IDC META*
Martin de Besche *IDG Sweden*
Katarina Lemon *IDG Sweden*

4
Chadwick Huston *IDC*
Jeffrey McIntosh *IDC Canada*

3
Rich Hein *U.S. Media*
Bill Kiszka *U.S. Media*

2
Nadia Doroshenko *IDC Ukraine*

1
Mark Hayward *IDG U.K.*
Lobo Wolston *IT World Canada*
Borja Hermoso *IDC META*
Ondrej Jelinek *IDC CEMA*
Mike Monaco *U.S. Media*

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One on one

their companies and downplay the challenges that their companies face. Our clients find value in the unbiased opinions of IDC analysts to help them fully understand the true strengths and weaknesses of those companies.

Another recurring service that we provide to clients is what we call "teach-ins." Most technology investors are required to cover the entire technology market, and it is a significant challenge for many of these investors to maintain an expert level of knowledge in every technology market. So we offer a summary level of data combined with an introductory-level discussion, usually via conference calls, with an IDC analyst to allow our clients to quickly learn the basics of a market and competing companies. This is a service that is difficult for buy-side investors to find anywhere outside of IDC.

Q What are some of your clients' main top-of-mind issues today?

A Our clients are always looking at many investment themes and their areas of interest may shift dramatically on a weekly basis. Some of the more common themes we have seen this month have been the penetration rates of smartphones in countries around the world (with specific interest in Apple), the expected growth of action cameras such as GoPro, the symbiosis between hard disk drives and solid state drives, PC demand trends, server virtualization and workloads, and datacenter/converged systems spending. ■

Enter the 2016 IDG Photo Calendar Contest!

2016
CALENDAR
CONTEST

The time has come to sift through your photo library or grab a camera and see what inspiration you can find in the world around you. Then enter the IDG's 32nd Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 14, 2015. IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in September.

Job Spotlight

On the job: Business Development Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name David Davis

Title Business development manager, IDC Benelux

What a business development manager does

I'm responsible for a portfolio of existing accounts and ensuring that our clients stay happy and satisfied. I'm also responsible for building new customer accounts, generating new business opportunities and closing deals. In order to maximize sales growth I find potential new customers and convert them to clients, always aware of future marketing campaigns. My main focus is on adding value partners to IDC corporate events organized in the Benelux region that will improve our market position and increase financial growth. Value partners are companies that are more involved in an event's program — keynote presentations, round table discussions and workshops — and really add value to an IDC event.

The services I provide and who my customers are

I oversee the commercial side of IDC event services. This means that in order to make one of the events IDC organizes a success we make sure we have value partners. My main target audience is IT companies focusing on a specific marketing campaign including an event and convincing them to join us. I do this by networking, cold calls and persuasive approaches that will convince potential clients to do business. I am responsible for all event partner relationships within the Benelux region. We organize five scheduled events a year and roughly four to six custom events, usually VIP dinners. Due to our success this year, we're planning to expand our scheduled events for 2016.

The key skills required for my job

Being very polite and also very friendly. Having a good sense of humor works well, given that you are in close contact a lot of the time with your accounts. I'm always working on different quotes, so good negotiation skills is also a key asset.

A typical day

My main driver is keeping a pro-active mentality. Whether it's calling, emailing or setting up meetings with potential or existing accounts, it's all about building or expanding business relationships.

Best parts of my job

The excitement of identifying potential customers, developing a relationship and being able to add these customers to our client base. Knowing that when a new deal is finalized with a new client, I've added to the company's success.

Business Development Manager ***David Davis*** *joined IDC in July 2014.*

Most challenging part of my job

Building and expanding business relationships and making sure I meet my monthly target.

How I got involved in this career

I've always enjoyed meeting new people, whether it's in a business or private environment. During my time with my previous employer I was introduced to the world of IT and sales and realized this was an area I wanted to be involved in.

A recent accomplishment

IDC organized its first Enterprise Mobility Conference in the Netherlands this year. Sales played a pivotal role in making this event a success, and I'm proud of the clients I led to this platform. I identified companies focusing on mobility, approached them by phone or email and set up meetings or conference calls to educate them on IDC events and find out if they had any upcoming marketing activities that could include an event. I used IDC's database or sought out companies that are involved in enterprise mobility. I find I'm more a hunter than a farmer.

What my colleagues would be surprised to learn about me

That I'm not Dutch. People think I am, however, I'm 100% English. I was born and raised in England but moved to Holland when I was seven years old. This has given me the skill to be bilingual in English and Dutch and an appreciation and understanding of different cultures coupled with the ability to relate and communicate with people of different nationalities. ■

unsunghero

Michael Cooney

Online News Editor

Network World

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

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Bob Brown *U.S. Media*
Michael Cooney *U.S. Media*
David Davis *IDC Benelux*
Michelle Hockman *IDC*
Kevin Kane *IDC*
Karsten Linde *IDG Germany*

Network World Online Executive Editor, News ***Bob Brown*** *named Online News Editor* ***Michael Cooney*** *his team's Unsung Hero. "Michael has been with Network World for more than 20 years and has been a trusted teammate of mine the whole time, starting as an IBM reporter in the Washington, D.C., area to being one of our main editors in recent years here in Massachusetts. Michael's a real workhorse — working with reporters, editing copy and writing his own copy, including his popular Layer 8 blog, which tracks everything from government IT to security issues to space. Michael's a great organizer and is often in charge of our coverage of major shows such as Interop and Black Hat. He's also adept at social media and mans our Facebook page."*

Name
Michael Cooney

Home
Upton, Mass.

Joined IDG
March 17, 1992

Career path
Began as a senior writer, progressed through a number of different editorial positions to online news editor today.

Three things I do in a day's work

- Edit and post stories from our staff. I typically write one or two posts for the site and edit a number of stories from our staff on any given day.
- Write one or two posts for my Layer 8 blog, which is billed as "Network World's Daily Home for the Not-Just-Networking News." It casts a wide net, and I get to write about everything from the latest enterprise security threat to drones and NASA news.
- Help develop interesting and provocative news stories for and with our staff by looking for trends, reading constantly and trying to keep track of important high-tech historical dates; our readers seem to love history.

Network World Online News Editor ***Michael Cooney*** *started his IDG career as a senior writer.*

What I love most about my job
The flexibility. I have a wide range of topics to write about between my blog and our enterprise focus.

A hot-button issue I'm dealing with on the job
Learning and effectively using our CMS.

Latest accomplishment
Learning and effectively using our CMS!

Career highlights
There are a number of them really, but two stand out: becoming a print news editor (when print was king) and developing a great online community around my Layer 8 blog.

What I'm doing to be a better employee
I'm always on the lookout for new tech and science topics to research and write about.

Interests outside the office
Coaching my son's Little League baseball team, music and football.

What others can't tell just by looking at me
I do Jazzercise three to four times a week.

» IDG's ANNUAL EMPLOYEE PHOTO CALENDAR CONTEST IS NOW OPEN CLICK FOR DETAILS

IDG World Update

EMPLOYEE NEWS AND INFORMATION

27 JULY 2015 | VOLUME 45, NUMBER 29 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 6 | UNSUNG HERO - page 7

MacIT Conference and Expo targets Apple deployment pros

MacIT
The MacIT Leadership Panel
CIO PERSPECTIVES ON APPLE IN THE ENTERPRISE

Supported by IDG's enterprise brands and organized by IDG World Expo, MacIT hosted a global array of enterprise professionls who explored state-of-the-art ways to deploy, manage and secure Apple devices.

SEE MORE ON PAGE 2

Also inside

- One on one: IDC Financial Insights Asia/Pacific Managing Director Cyrus Daruwala
- IDG World Expo's Anime Expo sees gains in attendance, exhibit space
- German offsite focuses on media, data, services mandate

Unsung hero: Computerworld senior Reviews Editor Barbara Krasnoff is this week's nominee.

SEE MORE ON PAGE 7

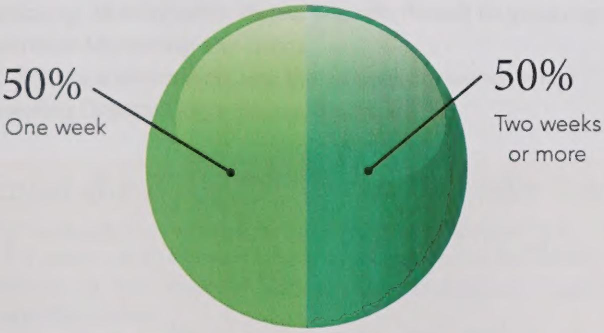
tv
Michael Latchford
VP, Alliance Marketing Services
IDG Enterprise

Michael Latchford, VP/Alliance Marketing, IDG Enterprise on IDG's alliance marketing efforts.

SEE VIDEO ON IDG CENTRAL

Question of the week results

How many days are you taking for summer vacation?



Log on to www.idgcentral.com to vote on this week's question:

If cost were no issue, would you want to be a tourist on a commercial space flight?

CLICK HERE

Party like a pirate

Aarrr! The Digital Media Group and sales team from IDG U.S. Media chose a pirate theme for their contribution to a series of late-afternoon social gatherings designed to help U.S. Media colleagues in Framingham get to know each other. Getting into the spirit are (l-r): Rich Hartman, account director, IDG Enterprise Sales; Lisa Kerber, operations manager, Digital Media Group; Sean Weglage, SVP/East Coast Sales, IDG Enterprise; Kevin Gerich, director of web development, DMG; Valerie D'Aquila, lead front-end developer, DMG.

MacIT attracts almost 600 enterprise-based Apple deployment professionals

MacIT Conference and Expo, which focused on deploying Apple products in the enterprise, was held this month in Santa Clara, Calif. Owned and produced by IDG World Expo, the three-day event had nearly 600 Apple deployment professionals from leading global enterprises.

MacIT Conference and Expo is dedicated to putting iOS and OS X tools to work in the business organization. The conference provided Apple deployment professionals, enterprise managers, Fortune 1000 companies, higher education institutions, governmental organizations and developers with in-depth information about the challenges that iOS 8 and OS X deployments present now, along with how to plan for OS X Mavericks.

"MacIT hosted an international constituency of enterprise professionals exploring state of the art techniques for deployment, management and security of Apple devices," said IDG World Expo VP/Sales & Business Development **John Sellazzo** "The event leads the way for education, solution discovery and, importantly, professional networking."

During the event, thought leaders who are setting strategy and support for iPhones, iPads, MacBooks and other Apple technology, discussed their biggest challenges and shared solutions and best practices for innovating in the enterprise with Apple products. Among others, there were sessions on disaster deployment, CIOs' perspectives on Apple in the enterprise (moderated by CIO Editor-in-chief **Maryfran Johnson**), capitalizing on enterprise apps and security breaches.

Speakers came from such companies as Facebook, Expedia, Genentech, Howard Hughes Medical Institute and Sony Pictures.

Event sponsors included JAMF Software; Code 42; Absolute Software; Centrify; Lantronix; MacStadium; Parallels; AirWatch by VMware; ESET; Endpoint Protector by CoSoSys; FileWave; FastSpring; MobileFrame; Project Wizards; Prosoft Engineering, Watchman Monitoring and Zoom.

For more information, visit the website or contact Senior Marketing Director Debra Becker. ■

STEPHEN BRASHEAR

CIO Magazine Editor-in-chief ***Maryfran Johnson*** *led the CIO Perspectives on Apple in the Enterprise: The MacIT Leadership Panel with participants Stuart Appley, SVP & CIO, Shorenstein Properties LLC; Aaron Gette, CIO, The Bay Club Properties; Debra Jensen, CIO, Charlotte Russe; and Sam Lamonica, CIO, Rosendin Electric. Click here for more photos from the event.*

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- Send photos to world_update@idg.com.

2016
CALENDAR
CONTEST

Entries must be received by Sept. 14, 2015. IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in September.

OneonOne

Cyrus Daruwala

IDC Financial Insights Asia/Pacific

The managing director of IDC Financial Insights in the Asia/Pacific region is this week's columnist. Reach him at cdaruwala@idc.com.

> "Throughout Asia Pacific the hype of 'digital transformation' is driving a fair bit of new spend. IDC FI tracks almost US$1.7 billion of new spend in this space in Asia Pacific alone."

Q What is IDC Financial Insights?

A IDC Financial Insights was the first end-user/Insights business that IDC started 12 years ago. Meridian (Financial Insights) was a boutique research firm, with seven employees, that IDC acquired in 2003. IDC Financial Insights Asia/Pacific started off a few months later in 2004, with four employees; two of those employees are still with the firm: Research Director **Michael Araneta** and myself. From day one, Financial Insights' focus and business model has been to become the trusted advisor for financial institutions that are looking to either run the bank better or change the bank. Our customers come to us with something as simple as "we are looking for a best-of-breed mobile payment solution, can you recommend one?" to something as complicated and transformative as migration from physical data centers to a hybrid cloud environment or moving away from a traditional core banking system to truly digital pay-per-use core applications.

Q Who are your competitors, and how does IDC distinguish itself?

A Competition for our financial services practice comes in different forms. We compete with the traditional research firms for an annual subscription; at other times we compete with the traditional data feed providers for our Investment Research Services business and Tech Buyer business. More recently, we compete with the traditional consulting firms for basic consulting, advisory and custom-research type of work. What sets us apart from any of these competitors are our three pillars of strength: a uniquely independent and privately held research firm (hence no board pressure, no shareholders' duress, none of the 'influenced by vendors' elements in our company); deep domain knowledge and expertise; and the unique ability to amalgamate horizontal research and data practices that track the traditional hardware, devices, software and services markets, for example, with specialist vertical practices that track line of business developments, best practices, future-proofing technologies, etc., worldwide.

Q What are the FinTech Rankings and why are they important?

A The FinTech Rankings, which were launched in partnership with the American Banker publication, are the most-cited ranking in the financial technology world. They have the horizontal technology vendors that cater to the financial services and other vertical markets (such as IBM, EMC, HP, SAP, etc.) and the specialty vendors that cater exclusively to the banking, financial services and insurance industry (BFSI) world like FIS, Fiserv, Silverlake, Temenos, etc.) The rankings are important to monitor how much revenue these various firms derive from the BFSI world.

Q What issues are top-of-mind for your customers in the region?

A The Asia/Pacific financial services market is probably the most diverse in the world. Whilst institutions in the mature markets of Singapore, Hong Kong and Australia are fixated on cost management and improved (operational) efficiency, the giants India and China are still relentlessly pursuing growth and market share. The emerging countries of Malaysia, Indonesia and Thailand have embraced customer experience as their pivot for sustainable growth over the next decade, while as the new kids on the block — Vietnam, Cambodia and Myanmar — are rapidly building their (versatile) infrastructure, since they are not legacy inhibited.

Throughout Asia Pacific the hype of "digital transformation" is driving a fair bit of new spend. IDC FI tracks almost US$1.7 billion of new spend in this space in Asia Pacific alone. This includes data mining and warehousing, analytics and business intelligence, and omni-channel and customer touch-point strategies. The only other area that outstrips digital spend is governance, risk and compliance (GRC) spend, which is growing at more than 25%. Interestingly, GRC is often touted as excessive. Most of the reporting, compliance and other regulatory mandates are enforced by the local central bankers and banking regulators — with ultimate supervision by the Bank for International Settlements. More often than not, the banks feel that there are some draconian laws and reporting requirements, that cost a lot — and yield very little ROI.

Q The IDC Financial Insights Asia/Pacific's Asian Financial Services Congress just entered its second decade. What have you done to refresh this event?

A The Asian Financial Congress just concluded its 12th meeting this past March. Clocking in at almost US$1 million in revenue, with more than 500 banking attendees and speakers from

continued on page 6

IDG World Expo's Anime Expo sees gains in attendance, exhibit space

Anime Expo continues to break its own growth records. The event, produced by IDG World Expo and held July 2-5 at the Los Angeles Convention Center, drew 260,700 turnstile attendees, a 20% increase over the 2014 event, said IDG World Expo General Manager **Leslie Howard**.

As the producer of Anime Expo for the last six years, IDG World Expo handles booth and sponsorship sales and operations. The event, which is the largest anime convention in North America, is owned by the Society for the Promotion of Japanese Animation (SPJA).

Cosplayers — people who dress up like a character from a manga or anime series, a movie or a videogame — were everywhere.

IDG World Expo offered new opportunities for sponsorships this year that haven't been sold in the past including bus wraps; interactive sponsorships such as a shaved ice truck, interactive games and props for photo taking/sharing; entertainment Hall sponsorships and several very large banners, including one on the outside of the convention center.

With over 350 exhibitors, the square footage of exhibition space increased more than 20% from the previous year. Anime Expo's exhibit hall showcased anime merchandise direct from Japan and also from the U.S. including thousands of unique items such as anime, manga, figures and models, costume-play goods, Japanese fashion, accessories, games, music and more. Leading anime, manga, gaming and fashion companies previewed upcoming releases and connected with fans at their booths.

This year's record-breaking attendance was a 20% increase over the 2014 Anime Expo.

Activities included concerts, karaoke, costume play, panel discussions and interactive events.

The 2016 Anime Expo will be held July 1-4 at the Los Angeles Convention Center, which signed an agreement in June with the SPJA to host the event through 2019.

Click here for the 2015 show schedule. For more information, contact Leslie Howard. ■

Japan's No.1 pop music singing sensation, Momoiro Clover Z, made an appearance at Anime Expo's ribbon cutting.

Square footage of the exhibition space also increased 20% over last year.

IDG Germany sales offsite focuses on media, data, services mandate

With IDG Communications continuing its transition to a global tech media, data and services company, staff at IDG Germany decided to change up the content and focus of the company's annual sales offsite meeting. "Normally at this meeting we discuss challenges we will face in the coming year — always with a central theme like teamwork or performance or creativity and innovation," explained **Sebastian Woerle**, associate publisher, VP sales. "This year, we decided to have a really operational topic and look at how we can work to improve our client-focused activities in the areas of media, data and services," he said.

The one-and-a-half-day meeting was attended by approximately 45 employees from sales, sales support, Strategic Marketing Services, IDG Connect and events from both B2B and B2C parts of the organization. Because many employees in these various groups have not worked closely together previously, the first part of the meeting focused on helping them get to know one another. Employees were broken into groups of three and had to answer three questions each — two work-related and one non-work-related (What do you like most about your job? What could you do better in your job? What is your favorite holiday location?). After seven minutes the groups were switched up until almost everyone had a chance to interact with everyone else. "It was kind of like speed dating and was one of the best received parts of the program as people really started to get to know colleagues they had only briefly met before," Woerle said.

*Colleagues broke into small groups to brainstorm ideas for improving various aspects of the business in the coming year. L-R: **Andreas Perband**, director, project management CSG, IDG Techmedia GmbH; **Marius Wolf,** product development manager, data services, IDG Technetwork GmbH; **Stefan Hügel**, VP, digital, IDG Business Media GmbH; and **Mehmet Semerkant,** team leader, IDG Connect Germany.*

*Staff participated in a small-group "speed dating" exercise designed to help groups that have not previously worked together get to know one another. Above, **Sebastian Weinmüller,** campaign manager, IDG Connect Germany; **Carolin Schmid**, project manager, events; IDG Business Media GmbH; and **Martin Unger,** senior key account manager, IDG Technetwork Germany, take part.*

During the second part of the meeting, Publisher **Michael Beilfuss** shared some thoughts about IDG's global strategy of positioning itself as a tech media company that provides premium audiences and brands combined with data and marketing services expertise. "He talked about how we can support this mission from a local perspective and spent a good deal of time answering questions," Woerle said.

The centerpiece of the meeting was what Woerle called an "open idea marketplace." "We developed a series of topics such as workplace of the future within IDG, innovations for the event business, project workflows and project teams that were based on individuals' challenges and goals for the coming year and then people could select which group to work with. All the groups had to come up with a 'next step' and identify the person responsible for taking that next step," Woerle explained.

"So besides the fun and teambuilding that took place at the meeting, we already have teams working on projects that got started at the offsite."

As a final challenge, each group was tasked with reporting back their plan to the rest of the group using a six-second Vine video.

For more information, contact Sebastian Woerle. ■

noteworthypeople

New employees

Harrold

Emily Harrold joins **IDG Strategic Marketing Services** in Framingham as a social media analyst. Prior to joining IDG, Harrold worked as a compliance associate within the Global Services division at State Street Bank. A 2014 graduate of Stonehill College in Easton, Mass., she earned a degree in communications and political science. Outside the office, she spends most of her time going to concerts and other live music venues, collecting vinyl records and hanging out with her cat. However, if it's hockey season, most of her free time is spent cheering on the Minnesota Wild — "I'm a diehard fan," she said. eharrold@idgcommunications.com

Ruan

Camilo Ruan joins **IDC** as a senior account executive, Strategic Enterprise Accounts, handling the mountain region from his home office in Denver. He previously held the same title at Gartner working on Americas Major Accounts. Camilo has a B.A. in theology from Moody Bible Institute and is an avid traveler — having visited 16 countries in the past three years — the proud father of an eight-month-old boy, and enjoys reading Latin American and World War II history and biographies of innovative leaders. Born in Colombia, South America, "I was named after a very sultry Spanish pop singer named Camilo Sesto. If you want to see a perfectly feathered 1970 haircut, just Google his name." cruan@idc.com

Avila

IDC Latin America welcomes **Maria Avila** as a senior account executive, Enterprise and Industry Accounts. She was previously a systems territory manager for the English Caribbean region at Oracle. Maria has an undergraduate degree in systems engineering from Universidad Metropolitana in Caracas, Venezuela. She enjoys yoga, kickboxing and cardio workouts and spending time with family and friends, and supports children's charities including St. Jude's Hospital and the Malala Fund to empower adolescent girls through secondary education. She was thrilled to meet Nobel Peace Prize winner Malala Yousafzai recently during a work trip to Trinidad. mavila@idc.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Mette Ahorlu *IDC Denmark*
Christian Jahr *IDG Germany*

19
Achim Schäfers *IDG Germany*

17
Ron Glaz *IDC*
Andreas Perband *IDG Germany*

16
Anders Engström *IDG Sweden*
Barbara Duphily *IDG Corporate Services Group*
Stephane Krawczyk *IDC France*
Mike Hartmann *IDG Germany*

15
Lisa Cobe *U.S. Media*
Zoltan Komaromi *IDC Hungary*

12
Nancy Gershlak *IDC*
Lidice Fernandez *IDC Latin America*

11
Trang Pham *IDG Vietnam*

10
John Rydning *IDC*
Yasuhiro Suzuki *IDC Japan*
Tomoko Nakatsukasa *IDC Japan*

9
Sara Knapik *IDC*
Theresa Eshiet *IDC West Africa*
Ludmila Malcheva *IDC Bulgaria*
Kristina Pejchalova *IDC CEMA*
Masahiro Katayama *IDC Japan*

8
Lyudmila Barabash *IDC Ukraine*

7
Syed Zaidi *IDC*

5
Konstantin Rychkov *IDC Russia/CIS*
Helen Savage *IDG Global Solutions*
Sebastian Ostrowski *IDG Poland*

4
Edyta Kosowska *IDC Poland*
Henrique Correa *IDC Brazil*
Selina Alecu De Flers *IDG Germany*
Karsten Schmidt *IDG Germany*

3
Daniel Marcelino *IDG Corporate Services Group*
Dauren Kurmangaliev *IDC Kazakhstan*
Isaac Llandez *IDC Mexico*
Byron Connolly *IDG Australia*

2
Candice Caldera *U.S. Media*
Erik Swanson *U.S. Media*
Pavel Polivka *IDC CEMA*
Lucia Chudikova *IDC CEMA*
Shigehiro Fujimura *IDC Japan*
Gaurav Gogia *IDG U.K.*
Sebastian Weinmüller *IDG Germany*

1
Michiel Karssen *IDG Netherlands*
Kelly Petersen *IDC*
Jon Carrado *U.S. Media*
Mark Lewis *U.S. Media*
Michal Sterba *IDC CEMA*
Kyota Tsushima *IDC Japan*
Jaime Mungo *IDG U.K.*
Thao Vu *IDG Vietnam*
Michal Jedrzejkowski *IDG Poland*

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One on one

all over the world, the AFSC reinvented itself this year by introducing the new Executive Networking Tables. These are tables of 8 to 10 attendees, in a round-robin type rotation. Attendees sign up for their own respective "Journeys" (for example, Risk or Digital or Payments Journeys). They have three, 45-minute discussions — starting at Table 1, then move to Table 2 and finally Table 3 — completing the whole journey. These no-presentation, discussion-led ENTs were a big hit with bankers and sponsors alike. Next year we are expanding and improving these to accommodate more journeys, more structure and more dialogue.

Q What other kinds of events do you organize?

A In addition to the AFSC, we also have five very well established, in-country events for our Chinese, Indian, Indonesian, Malaysian and Thai bankers called Financial Services Summits. Most of these command the presence of more than 100 senior bankers and form a great platform for IDC to showcase its presence and reach.

One of our most unique propositions in Asia is the OSEB (On-site Executive Briefings). Here, the program manager and relationship managers identify the pressing requirements of a certain bank, then we map that back to a vendor's capability to adhere to that requirement, and orchestrate a meeting with the bank and the vendor in the bank's head office. These OSEBs touch on business, operations and technology issues at the board level. ■

unsunghero

Barbara Krasnoff

Senior Reviews Editor

Computerworld

Computerworld Managing Editor, Features ***Valerie Potter*** *named Senior Reviews Editor* ***Barbara Krasnoff*** *her team's Unsung Hero. "As Computerworld's one-woman reviews department, Barbara is one of our busiest editors, managing a stable of trusted freelancers to produce a high volume of top-notch product reviews, feature stories and slideshows. She's the consummate team player, always raising her hand to help out a colleague or take on a new assignment. Barbara's deft editing, creative ideas, up-to-date industry knowledge, good judgment, good humor and tireless work ethic make her an invaluable part of our team and a joy to work with."*

Home

Brooklyn, N.Y.

Career path at IDG

I started as features and reviews editor at Computerworld and eventually segued to senior reviews editor.

Primary job responsibilities

I assign, edit and build hands-on reviews, slideshows and general coverage of current technology products for Computerworld. I also work on feature articles.

Three things I do in a day's work

- Research which products, product categories or new technologies need to be covered and how and assign it to a writer.
- Edit and build a single-product review (usually of a newsworthy piece of technology), a roundup review (of several interesting devices), slideshow or feature article.
- Meet with a vendor — over the phone, in person or at a press event — to find out what new technologies are on their way.

What I love most about my job

The ability to discover new technologies (and occasionally try them out) and interact with coworkers, freelancers, vendors and readers who are as enthusiastic about them as I am.

Senior Reviews Editor ***Barbara Krasnoff*** *joined IDG in 2007.*

A hot-button issue I'm dealing with on the job

Trying to prepare for the introduction of Windows 10 at the end of this month. And the ongoing issue of obtaining review units so that they can be covered in a timely manner.

Latest accomplishment

Filming video interviews with vendors at various press events such as Disrupt NY and CE Week.

Career highlight

The day my typewriter was replaced by a desktop computer.

What I'm doing to be a better employee

Computerworld is an enterprise-focused publication, and I'm trying to develop my ability to better understand and cover business topics outside of technology.

Interests outside the office

I'm an occasional but enthusiastic birder (yes, New York City has some great birding spots).

What others can't tell just by looking at me

I'm a science fiction/fantasy writer. I've had about 30 short stories appear in a variety of publications and am starting work on a novel.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Carolyn Rauch *IDG World Expo*
Sebastian Woerle *IDG Germany*

» IDG's ANNUAL EMPLOYEE PHOTO CALENDAR CONTEST IS NOW OPEN CLICK FOR DETAILS

IDG World Update

EMPLOYEE NEWS AND INFORMATION

20 JULY 2015 | VOLUME 45, NUMBER 28 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 2 | ANNIVERSARIES - page 8 | UNSUNG HERO - page 9

Colleagues offer up suggestions for interesting summer reads

Everyday Negotiation
SCRUM The Art of Doing Twice the Work in Half the Time
JEFF SUTHERLAND
Tribes
SETH GODIN
GOOD TO GREAT
Murdoch's World The Last of the Old Media Empires
DAVID FOLKENFLIK
The Art of Captaincy The Principles of Leadership in Sport and Business
Mike Brearley
THE LEAN STARTUP
ERIC RIES
The CHALLENGER SALE
THE INNOVATOR'S DILEMMA
CLAYTON M. CHRISTENSEN
THE SECOND MACHINE AGE

Check out these suggestions for timely and relevant beach reads from senior leaders at IDG and IDC worldwide — and share your own recommendations on IDG Central.

SEE MORE ON PAGE 4

Also inside

IDG Netherlands' new demand-generation-driven event connects vendors with prospects

One on one: IDG Sweden Publishing Director B2C Jesper Landén on third-party advertising revenue

VP/International Finance Keith Arnot celebrates 30 years of service to IDG.

SEE MORE ON PAGE 7

Unsung hero: Computerworld Senior Editor Pat Thibodeau is this week's nominee.

SEE MORE ON PAGE 9

Learn what's new at IDG

Talk IDG with Mike & Laurie

IDG Communications Worldwide CEO **Michael Friedenberg** provides an update on IDG Communications' worldwide fiscal results; the focus for Q4, including IDG's new marketing plan, new product launches and building growth momentum; and offers his thoughts on how every employee can contribute to IDG's ongoing success.

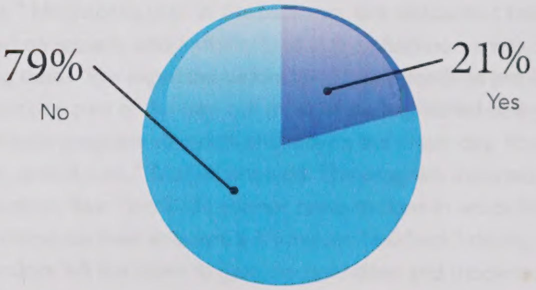
Spotlight on: ABM360

.tv
Jason Tenenbown
VP, Innovation & Program Architecture
IDG Strategic Marketing Services

Jason Tenenbown, VP, Innovation and Program Architecture, IDG Strategic Marketing Services, provides an overview of account-based marketing, explains IDG's strategic advantage and offers a look at the six products that comprise IDG's new account-based marketing product suite. View the video on IDG Central.

Question of the week results

Do you use a security app on your smartphone to protect passwords and other data?



Log on to www.idgcentral.com to vote on this week's question:

How many days are you taking for summer vacation?

CLICK HERE

IDG Netherlands' new event caters to vendors' desire to connect with prospects

Centerpiece of demand-generation-driven MEETIT was series of one-on-one sales meetings

Searching for a way to stand out in the country's increasingly crowded events market while accommodating vendors' growing preference for events that provide opportunities to connect with attendees one on one, the IDG Netherlands event team last month launched a unique one-day program called MEETIT.

"MEETIT represents a brand-new concept for the Dutch market," explained **Gabriella Meijnckens**, manager, marketing and events, at IDG Netherlands. "We wanted to set up the most personal IT event in the Netherlands in which we brought together buyers and sellers and gave attendees — free of charge — the opportunity to compare vendors, ask them in-depth questions and participate in one-on-one meetings with vendors who were prepared and briefed on the personal situations of the delegates."

MEETIT
MEET IT WORDT MEDE MOGELIJK GEMAAKT DOOR
Infoblox
CONTROL YOUR NETWORK

Each sponsor had 10 15-minute one-on-one meetings with qualified prospects. Event attendees completed brief surveys about their current IT challenges prior to the event, and this information was shared with sponsors who were able to prepare appropriately for each meeting.

"More and more clients today want ROI-driven KPIs [key performance indicators] when partnering with IDG Netherlands for media, demand generation and event partnerships," added **Maringo Vlijter**, publisher, IDG Netherlands. "MEETIT is our first demand-generation-driven event. By organizing an event that has as its focus one-on-one sales appointments between our partners and our qualified visitors (IT decision makers within 100-plus employee companies) with a product need, we ensure that our partners' sales forces maximize their time. Rather than seeking qualified clients, setting up appointments and driving to all those clients, these salespeople now have 10 qualified sales appointments in one place in one day."

> "By organizing an event that has as its focus one-on-one sales appointments between our partners and our qualified visitors with a product need, we ensure that our partners' sales forces maximize their time. . . . These salespeople now have 10 qualified sales appointments in one place in one day."
>
> *Maringo Vlijter*

But while vendors are eager for this type of one-on-one time with event attendees, the feeling is not necessarily mutual, noted **Liam Baker**, manager Client Services, IDG Netherlands. "We do a lot of events where the audiences come to be inspired, entertained or learn and don't really want to sit down with a vendor salesperson. Setting up vendor meetings with this type of delegate can be a challenge. We found the key to be clearly communicating the focus of the event, which was to actively engage with vendors in order to get a better understanding of the different solutions and possibilities. This resulted in many productive conversations between buyers and sellers," Baker said.

"MEETIT focused on four topics of great interest in today's market," Meijnckens said. In the morning, two concurrent sessions focused on security and mobility, and in the afternoon it was cloud and big data. "We expected beforehand that attendees would only visit one part of the day, but most of the registered delegates visited both program elements and stayed the entire day, from 10 a.m. until 3 p.m.," Meijnckens said. The program included an introduction, four 10-minute vendor presentations in which they could introduce their solution, a 15-minute "talkback" during which the vendors left the room to give the attendees and moderator the opportunity to gather questions. This created an environment in which attendees felt freer to anonymously ask questions, Meijnckens explained. The program ended with a very lively panel discussion guided by the moderator, during which the vendors discussed

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OneonOne

Jesper Landén

IDG Sweden

The publishing director of IDG Sweden's B2C division is this week's columnist. Reach him at jesper.landen@idg.se.

> "We are now signing pan-European deals with some partners. These deals are architected so that other IDG business units can hook on to them, using the leverage of big countries like Germany and the U.K. This goes for IDG licensees as well."

Q What is meant by third-party revenues, and how do they differ from traditional sales revenue streams?

A In Sweden we define third-party revenue as all non-direct sales revenue that has not been generated by a transaction between a human buyer and seller. It can be derived through a network like Google AdX, Widespace or PlayAd, or it can be bought programmatically on an exchange or through an external sales company. In Sweden, we are using an external sales company for "lifestyle campaigns" — cars, leisure travel and food and beverage. It can be native advertising, which is ad messages matched with our user data or editorial content and then made to resemble the look and feel of the environment in which they are viewed. It can be incremental revenue earned through retargeting with companies like Amazon and eBay. We also work with several different revenue share clients like Dustin and mResell on a CPO [cost per order] basis.

But it all comes down to eCPM — effective cost per thousand or how much revenue do we get for showing our visitors this particular ad? So we calculate and calculate again to make sure that we make as much revenue per page impression as possible without letting the page get too crowded with ads and, most important, ensure we don't scare our readers away.

Q How big of a contribution do third-party partnerships make to your overall online consumer business?

A Our third-party revenue accounts for about 65% of our online ad revenue on the B2C side, and it has increased about 65% between FY14 and FY15. Third party has been our major ad revenue source on the consumer side since direct sold banner ads have declined tremendously this fiscal year.

Q From time to time you get together with colleagues at IDG U.K. and IDG Germany to discuss this area of your business. What is the value of these meetings?

A The best and most obvious thing that strikes us every time is the constantly changing landscape we work in. Our meetings start out with a clear agenda, but generally before lunch on the first day we have already strayed away in an effort to solve new challenges and opportunities that have come up. Three or more minds work better than one, and we all have different backgrounds and experiences, which helps us when attacking challenges in new ways. This helps us evolve and learn. Our eclectic mix brings sales, development and content to the table, and I know that IDG Sweden has gained a lot from this.

We have found these meetings — and the chance to brag about our accomplishments over the two days — so useful that we decided to make them semiannual events. They have been made even more frequent in the last four months due to the great fact that we are now signing pan-European deals with some partners. These deals are architected so that other IDG business units can hook on to them, using the leverage of big countries like Germany and the U.K. This goes for IDG licensees as well. The next meeting will be in Germany in connection with DMexco in September.

Q Can you describe the various types of third-party partnerships you have in place?

A During one of our meetings we divided our third-party revenues into different categories to be able to measure them between business units. The definition can vary somewhat between business units, but they give us guidance. The categories are:

- **Network backfill** (desktop, mobile and video)
Companies will sell our ad inventory in different verticals like "men," "tech," "Apple/Mac" but never our specific sites or ad spaces.

- **Price/affiliate**
This is a way to monetize our visitors after they leave us. By branding them with a cookie, we can then get a cut of what they spend on shopping at, for example, Amazon or mResell with which we have partnerships in place. This is most often called CPO or CPC (cost per click) where we get a revenue share on a client's sales or get paid to redirect traffic to a price comparison site like Pricerunner or Prisjakt.

- **Video**
This could be a joint venture with a production company where they deliver content, we deliver views and we split the ad revenue.

- **Native**
These are ad messages matched with our user data or editorial content and then made to resemble the look and feel of the environment in which they are viewed.

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Smart summer reading to take on vacation

IDG World Update recently asked senior leaders at IDG and IDC to share their thoughts about what business books they would suggest colleagues tuck into their beach bags this summer.

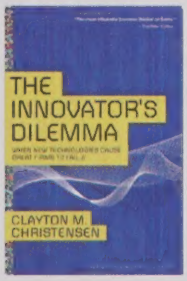
GOOD TO GREAT
JIM COLLINS

Good to Great: Why Some Companies Make the Leap and Others Don't
by Jim Collins

Good to Great is a perfect summer read to understand what characteristics a company needs to develop and/or build to achieve greatness. Jim Collins does a magnificent job of meshing terrific storytelling with deep research and analysis that shows how companies can achieve and sustain greatness. It's arguably one of the best business books of our time.

— ***Michael Friedenberg**, CEO, IDG Communications Worldwide.*

Friedenberg



The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail
by Clayton Christensen

Written 15 years ago at a time when perhaps we felt there were few challengers and changes that might impact IDG, this book looks at how leading companies can do everything right in front of the customer but will eventually face a disruptive technological or information change that could cause them to fall or rise still further. How do you see this coming? When do you invest when others look to the cash cows that keep us comfortable? Christensen provides help to build a road map and look beyond the noise.

— ***John O'Malley**, CEO, IDG Connect, IDG List Services and IDG Direct*

O'Malley

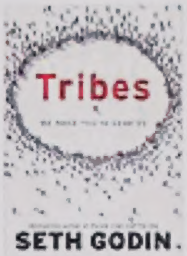
THE LEAN STARTUP
ERIC RIES

The Lean Startup by Eric Ries

In a time that "real time and continuous development have become the standard," Eric Ries is able to give an insightful — and practical — guide taking the customer view and lean thinking as main principles for a new theory of constant business development. In his methodology he favors experimentation over long-term planning, asserting that rapid scientific experimentation based on learning what customers really want enables companies to become agile and market focused. Ries enables you to make complexity — and uncertainty — a force of innovation by constantly taking the customer view and lean principles as the guideline towards business improvement.

— ***Maringo Vlijter**, publisher, Business Media, IDG Netherlands*

Vlijter

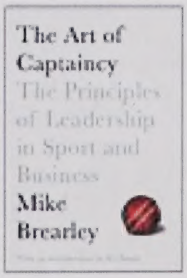


Tribes: We Need You to Lead Us
by Seth Godin

It highlights an important point in this age of mobile, social and the Web, which is that companies and people can pursue things they are passionate about and build loyal tribes that are eager to read more, learn more and buy more. It relates an important message that we are all — individuals and companies — responsible for defining and owning what we can build and be great at and then connecting to the others in the world who share the same viewpoints, beliefs and passions. I think it gets to a critical concept that Pat McGovern understood so well in establishing strong brands focused on specific reader/buyer segments.

— ***John Gallant**, chief content officer, SVP, IDG Communications*

Gallant



The Art of Captaincy by Mike Brearley

It is in essence a book for cricket lovers, but it also holds a deep relevance for business leaders, too. Brearley, widely recognized as our greatest strategist, writes about the ability to use intuition, creativity, clarity of mind and the importance of empathy as a means of achieving shared goals. He cleverly bridges the sporting world,and the business world, demonstrating how the lessons learned from the sporting world, where success and failure are so transparent, can be applied in the business environment.

— ***Kumaran Ramanathan**, president, IDG Global Solutions EMEA*

Ramanathan

I'll put in a plug for reading biographies, rather than business books. I have a library of a few hundred (or more) publishing and media books, at least 100 of those are biographies of media execs and editors, and the good biographies are the best fun

continued on page 5

continued from page 4

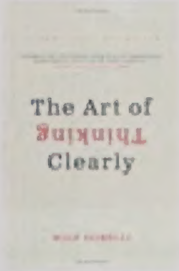
Summer books

MURDOCH'S
World
THE LAST OF THE OLD MEDIA EMPIRES
DAVID FOLKENFLIK

Kenealy

to read. Scanning my shelves at random and taking founder/mogul biographies as a start, I enjoyed *The Brothers Warner* by Cass Warner Sperling, *Mike Bloomberg: Money, Power, Politics* by Joyce Purnick, *The Chief* by David Nasaw (one of the 10-plus William Randolph Hearst biographies I have), *Personal History* by Katherine Graham, *Call Me Ted* by Ted Turner and Bill Burke, *Walt Disney: An American Original* by Bob Thomas, *The Publisher: Henry Luce and His American Century* by Alan Brinkley, *Cable Cowboy: John Malone and the Rise of the Modern Cable Business* by Mark Robichaux and ***Murdoch's World: The Last of the Old Media Empires*** by David Folkenflik. I could go on and on, but the point is that these are interesting people who changed media in interesting ways and offer lessons for the present. Even the long-past publishers — Scripps, Pulitzer, Annenburg, Ochs, Cox, Crain, Chandler, Graham, Bennet, Shah, etc. — can instruct and inspire readers today.

— ***Patrick Kenealy****, managing director, IDG Ventures USA*



Adams

The Art of Thinking Clearly by Rolf Dobelli

It explores the most common heuristic errors and cognitive biases that cause us to make poor decisions in our personal and business lives. The book is divided into extremely short chapters, each dedicated to a different topic, which makes it easy to digest for those of us used to web browsing, as well as giving you the ability to frequently annoy your partner with "Did you know...?" comments.

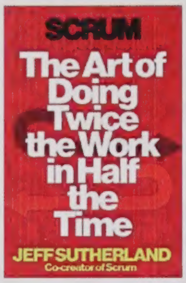
— ***Davy Adams****, managing director, IDG Australia*

CREATIVITY, INC.

Jary

I'm a voracious reader of all things Apple, and my personal favorites are *Infinite Loop* by Michael S. Malone, *Revolution In The Valley* by Andy Hertzfeld and, from a marketing point of view, *Insanely Simple* by Ken Segall. But one of the best Steve Jobs-related books from a business perspective is ***Creativity Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration*** by Pixar founder Ed Catmull and Amy Wallace. This is fantastic on how to let teams and companies thrive through creativity via disagreements and problem-solving techniques. The new Steve Jobs bio, *Becoming Steve Jobs: The Evolution of a Reckless Upstart into a Visionary Leader* by Brent Schlender and Rick Tetzeli is also interesting but spells Macworld with an internal cap 'W', which rather damns it in my eyes. If you can see past this terrible typo then it's certainly full of insight into a flawed man who became great. One of the reasons he changed was working with Catmull and Lasseter at Pixar, so we're back to my main recommendation.

— ***Simon Jary****, publishing director, IDG Communications U.K.*

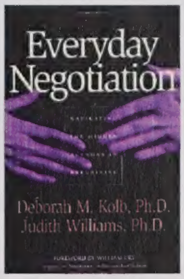


Annan

Scrum: The Art of Doing Twice the Work in Half the Time by Jeff Sutherland

This is a great read to enhance project management — a big part of everyone's job — and we are encouraging our staff members to read it. According to the author, people are notoriously bad in doing things quickly and efficiently. With growing frustration and bad results, morale suffers and so does the company's profits. The author is an early innovator of ATM technology and has been a VP and CTO at 11 different technology companies. He has seen the issues firsthand and has come up with wonderful processes to help all of us.

— ***Fawn Annan****, president and group publisher, IT World Canada*



Au

Everyday Negotiation: Navigating the Hidden Agendas in Bargaining by Deborah Kolb and Judith Williams

This book is unique because it focuses on the tough issue of negotiating with colleagues within an organization. It provides ways of recognizing the shadow negotiation where unspoken attitudes, hidden assumptions and conflicting agendas driving the bargaining process play out so that you can negotiate better for a win-win outcome.

— ***Eva Au****, managing director, IDC Asia/Pacific*

I prefer to read non-fiction pieces that force me to think very differently about our complex world and offer me new insights on society and history. Two recent reads I usually recommend are the following: ***1493: Uncovering the New World Columbus Created by Charles C. Mann***. This is the follow-on book to Mann's previous work entitled *1491: New Revelations of the Americas Before Columbus*. I found both of these books to be

continued on page 6

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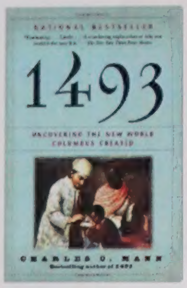
Summer books



Frantzen

groundbreaking works combining the best of science, history, and archaeology; they really should serve to fundamentally alter anybody's understanding of the Americas and the United States. *The German Genius: Europe's Third Renaissance, the Second Scientific Revolution, and the Twentieth Century* by Peter Watson. Watson is known for his various works on intellectual history, and this one is a real achievement. It goes a long way in helping understand contemporary American society. Both are heavy reads but well worth the effort for anybody interested in better understanding society.

— ***Steven Frantzen****, SVP, EMEA region; managing director, IDC CEMA*

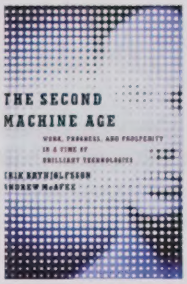
MATTHEW DIXON and BRENT ADAMSON
The CHALLENGER SALE
Taking Control of the Customer Conversation

The Challenger Sale: Taking Control of the Customer Conversation by Matthew Dixon and Brent Adamson

Roman

This is a very good and easy read about how to take control of customer conversations. I recommend it for anyone who has client-facing interactions, whether in business development or advertising sales. *Get There Early* by Bob Johansen provides excellent tips about how the world's top organizations and leaders have learned to read the industry and customer "tea leaves," so to speak, so as not to be left behind. As Johansen says, "Sensing the future to compete in the present."

— ***Dina Roman****, executive VP and general manager, IDG.tv*


THE SECOND MACHINE AGE
WORK, PROGRESS, AND PROSPERITY IN A TIME OF BRILLIANT TECHNOLOGIES
ERIK BRYNJOLFSSON
ANDREW McAFEE

IDC's **Crawford Del Prete** and IDG Communications' **Josh London** both recommended ***The Second Machine Age*** by Erik Brynjolfsson and Andrew McAfee

Del Prete

This is a great read on the impact of technology on society. As IDGers we are on the forefront of the incredible transformation driven by technology. This book puts much of it in context.

— ***Crawford Del Prete****, executive VP, Worldwide Research Products & Chief Research Officer, IDC*

London

Brynjolfsson and McAfee speak about how technological innovation is accelerating change to a greater degree and at a faster pace than at any other period in history. They posit that there will be two types of workers — those who tell computers what to do and those who are told what to do by computers. Naturally, one doesn't want to be the latter!

— ***Josh London****, chief marketing officer, IDG Communications*

Don't see your favorite title on this list? What book would you recommend to colleagues? Post your suggestion in the comments section for this article on IDG Central.

Further reading

Computerworld recently published its own summer reading list, called "Beach Reads for Techies." Read it here.

Enter the 2016 IDG Photo Calendar Contest!

The time has come to sift through your photo library or grab a camera and see what inspiration you can find in the world around you. Then enter the IDG's 32nd Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 14, 2015. IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in September.

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IDG Netherlands MEETIT

the questions that had been submitted.

The one-to-one sales meeting took place during the lunch break. Each vendor was promised 10 15-minute meetings, and each vendor had several sales representatives present for these meetings.

In order to make these meetings as productive as possible, IDG Netherlands partnered with a company called TransparencyLab to prepare a brief survey that attendees filled out after registering that was designed to illuminate the IT challenges and goals facing each delegate. The results were used to create a blueprint of each attendee's IT wishes and questions. These blueprints were studied and matched with the most appropriate vendors, and each vendor received all blueprints for their scheduled meetings for the day, Meijnckens explained.

"Providing this information beforehand ensured that these relatively brief discussions could be much deeper, with a vendor prepared to discuss the specific challenges the end-user is facing," Meijnckens said.

Not all vendors present were sponsors, she said, noting that some were chosen to create a good balance to the group of vendors who joined as paid speakers. Those non-sponsor vendors, who attended at no charge, were not eligible to participate in the one-on-one sales meetings and were only allowed to send one participant — the speaker. "With clients such as AppSense, Dell, EMC, Fortinet, KPN, Oracle, Verizon, T-Systems, Rackspace and Infoblox we had a balanced and desirable program," Meijnckens said.

"We had a challenge attracting the right visitors, but we found an attractive premium in the form of a smartwatch and ended with the correct number of delegates," Meijnckens said. Although the recruitment process was tough due to the many events taking place in June, "we were still able to deliver a successful event with happy delegates and satisfied sponsors. The conversations that took place were very good and promising." Each delegate received his or her company's blueprint and a benchmark after the event comparing their company's situation with that of all the other delegates.

For more information, contact Gabriella Meijnckens. ■

"We brought together buyers and sellers and gave attendees the opportunity to compare vendors, ask them in-depth questions and participate in one-on-one meetings with vendors who were prepared and briefed on the personal situations of the delegates."

Gabriella Meijnckens

Lessons learned

IDG Netherlands Manager, Marketing and Events **Gabriella Meijnckens** shared several takeaways from the inaugural MEETIT event that she and her team will implement to make next year's event even more successful:

- Make the event more personal for the sponsors as well, not just for the attendees.
- Register more attendees than required to satisfy sponsor meetings to account for cancellations and no-shows.
- Add the blueprint survey directly to the registration process. This year it was done separately after attendees registered, and it was difficult to get every delegate to fill it out, Meijnckens said.

Arnot marks 30 years of keeping an eye on global finances

IDG VP/International Finance **Keith Arnot** has seen a lot of balance sheets during his 30 years with the company, but some stand out more than others.

One time years ago, there was the matter of a horse that appeared in the books of a former operation. "It's one thing to capitalize a horse, but the real question was, why was it there in the first place?" he said.

Hired by IDG President, CFO and Treasurer **Ted Bloom** as a financial controller, Arnot said he is not surprised that he's had such a long career here. "I've always liked the people I've worked with; we've had good chemistry. And it's like working for a different company every month of the year. The pace of change is extraordinary. And when you go around the world [visiting business units], you never know what you're going to find."

Ask him about that restaurant in China someday, too.

Write to Keith Arnot.

Congratulations
30 years
Keith

JOHN O'MALLEY

Keith Arnot *celebrated three decades of keeping IDG's finances shipshape earlier this month at a dinner in Dublin, Ireland, with IDG Communications Worldwide CEO* ***Michael Friedenberg****, IDG Connect, List Services and IDG Direct CEO* ***John O'Malley*** *and IDG Direct General Manager* ***John Moran****.*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Lorraine Rivell *IDG Accounting*

16
Meredith Whalen *IDC*

15
Jessica Goepfert *IDC*

13
Jason Snyder *U.S. Media*

8
Dulce Enriquez *IDC Mexico*

7
Ruth Flynn *IDC*
Joan Goodchild *U.S. Media*
Terry Mattheoyianni *IDC Greece*
Samuel Rodrigues *IDC Brazil*

5
Cristina Peña *IDC Chile*

4
Ashleigh Allsopp *IDG U.K.*
Carolin Schmid *IDG Germany*

2
Bryce Larsen *IDC*
Flo Ion *U.S. Media*
Silvia Cosso *IDC U.K.*

1
James Mistovich *IDC*
Elina Akhunova *IDC Russia/CIS*

noteworthypeople

Promotions

Hanoian

IDG Human Resources Co-ordinator **Emily Hanoian** has been promoted to senior human resources coordinator. "Emily has been with IDG for 1.5 years and over that short time has quickly wowed us in Human Resources and her clients with so many things," said **Sara Scogland**, vice president, IDG HR Services Division (HRSD). "She's quickly mastered the fundamentals of HR and keeps all of the HRSD processes and systems running well. She's organized, thorough and extremely conscientious about everything she works on and touches. Emily has also worked hard to get up to speed and become integrated into the many different client groups that HRSD supports. Learning about IDG and its various groups is no small feat, and I am thrilled at the knowledge and understanding Emily has about our business and clients. This makes her even better at her job because she understands the intricacies and needs of the different groups and thus is able to serve them in the best way possible. She's got a contagious positive attitude, which makes working with her on anything a pleasure. She's regularly commended by our clients and her HR colleagues for her wonderful customer service and follow through." emily_hanoian@idg.com

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One on one

- **Open RTB**
Where our inventory is bought programmatically on an exchange like Google AdX.

- **Page skins**
An advertising "take over" where we let clients buy an incremental ad "embracing" the rest of the site. This is big in the U.K. but not yet in Sweden.

- **Contextual links**
You have all seen the underlined words in editorial content. We use contextual links to link to a partner and receive payment from the partner each time someone clicks on the link.

- **Retargeting**
This is a way to monetize our visitors after they leave our sites by adding a cookie to the visitor's browser. He or she can then be recognized at other sites as an IDG visitor. Retargeting can be monetized in various ways, but we monetize it by letting clients reach our visitors, their target groups on other sites when they leave us.

- **Content syndication**
We would let other sites publish our content and charge them a fee to republish. We do not have this in Sweden yet, but it is big in Germany.

Q Can you provide an example or two of a successful third-party partnership you currently have?

A I'm happy to. Widespace is a Swedish mobile rich-media company that we partner with for network backfill. In this case it means that Widespace gets a first look at our mobile ad spaces, and if they cannot fill it at a high enough CPM they pass it back to one of our other partners or to the open exchange (AdX). We have been working with them for little over a year, and we just signed a pan-European deal with them that includes Sweden, Germany and the U.K. with an option to add more countries. Widespace will give us about 900,000 SEK ($105,796) this fiscal year. We also work with another Swedish company called mResell that sells refurbished Apple products, and they also signed with IDG U.K. a couple of months ago. This is a revenue share model that gives us about 300,000 SEK ($35,265) annually. We help them with some advertising and some content for their campaigns and for that we get a cut on everything they sell regardless of where the traffic came from.

Q For business units that might be just getting started in this area, what advice can you share?

A I was handed a brief from my country manager some 18 months ago, and it was **Simon Jary**'s success story with his brands in the U.K. on third-party revenue. I knew Simon and some of his colleagues from all the IDG Global Product Line Meetings I have attended over the years, so I asked him if he could host me for a couple of days and maybe invite some other countries as well, which he did. I hopped on a plane to London and after two information-packed days I got home with a good plan of making this work in Sweden. So I would say, pick up the phone, write an email or even hop on a plane or train and come talk to us. The best way of learning is asking — it's truly not a cliché. We are happy to be of service. Try things out; as they say at Spotify, build it, launch it, tweak it. IDG U.K. tries several new third-party revenue streams every month. Try different things, evaluate them and only keep the ones that are bringing you revenue straight away. ■

unsunghero

Pat Thibodeau

Senior Editor

Computerworld

Computerworld Managing Editor ***Johanna Ambrosio*** *named Senior Editor* ***Pat Thibodeau*** *her team's Unsung Hero. "Pat is a joy to work with and proof that investigative reporting is alive and well at IDG Enterprise. He's on top of his numerous beats, particularly the H-1B visa issue, and has penned many stories that have had a real and lasting effect on people's jobs and lives. He's represented Computerworld wonderfully in different interviews on the H-1B topic and has won numerous IDGE awards for his coverage. At the same time, Pat's embraced newer responsibilities, including covering the Internet of Things, and has a knack for finding IT angles in national stories. His stories truly help separate Computerworld from the rest of the IT news herd."*

Computerworld Senior Editor ***Pat Thibodeau*** *joined the publication in 1996 as a reporter.*

Home Washington, D.C.

Title Senior editor

Primary responsibilities Writing about careers, workplace trends, data centers, enterprise hardware, including high-performance computing, outsourcing and globalization.

Three things I do in a day's work Bang my head repeatedly on the desk in an effort to come up with story ideas. If that doesn't work then engage with sources and check on various databases.

What I love most about my job I love being a reporter, especially covering technology. Each day is an opportunity to explore a curiosity, meet and talk to interesting people and improve my craft.

A hot-button issue I'm dealing with on the job It takes a flight of imagination to understand the Internet of Things. Its revelations arrive in a series of aha moments: "If I connect this to that and add sensors here, then this can control that and the data it collects might explain…." The reporting goal is to help readers make those revelations for themselves. Another major topic is the presidential contest. This election has the potential, more than previous ones, to be a generator of stories about offshore outsourcing and U.S. leadership in basic research.

Latest accomplishment Two recent stories about IT workers being replaced by H-1B workers at Southern California Edison and Disney Parks and Resorts. The stories resonated with readers and, surprisingly, with state and federal lawmakers who have asked for federal investigations and changes in the law.

Career highlight I think like most reporters: You're only as good as your next story.

What I'm doing to be a better employee I'm teaching myself video and video editing. I've been a still photographer all my life and thought a transition to video would be easy. Wrong. Editing is a challenge but worth the effort.

Interests outside the office Inexcusably boring: Long walks, classical music, visiting the Smithsonian, reading on my iPad.

What others can't tell just by looking at me I want to travel to Greenland and walk on the ice pack, kayak on the rivers of ice melt and marvel at the great expanse before it's gone.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Jesper Landen *IDG Sweden*
Pat Thibodeau *Computerworld*
Maringo Vlijter *IDG Netherlands*
... and the many contributors to the summer books feature.

» IDG's ANNUAL EMPLOYEE PHOTO CALENDAR CONTEST IS NOW OPEN CLICK FOR DETAILS

IDG World Update

EMPLOYEE NEWS AND INFORMATION

13 JULY 2015 | VOLUME 45, NUMBER 27 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

IDG U.K. takes home prestigious digital award from AOP

IDG U.K. has been named B2B Digital Publisher of the Year by the Association of Online Publishers. The award recognized IDG U.K. for its highly innovative and data-led business strategy.

SEE MORE ON PAGE 2

Also inside

- One on One: IDC Asia Pacific VP/Client Devices Bryan Ma
- IDG Netherlands' digital platform boosts ad viewability
- IDC New Zealand's CIO Summit a "must-attend"
- Check out the daily IDG News Summary

.tv
Jason Tenenbown
VP, Innovation & Program Architecture
IDG Strategic Marketing Services
www.idg.com

Spotlight on IDG ABM360: Jason Tenenbown talks about IDG's new account-based marketing suite.

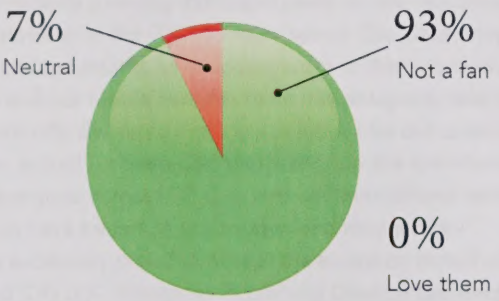
SEE MORE ON PAGE 2

Unsung Hero: Senior Web Operations Administrator Andy Trice is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How do you feel about selfie sticks?



Log on to www.idgcentral.com to vote on this week's question:

Do you use a security app on your smartphone to protect passwords and other data?

CLICK HERE

Talk IDG with Mike and Laurie

IDG Communications Worldwide CEO Michael Friedenberg provides an update on IDG Communications' worldwide fiscal results; outlines the focus for Q4, which includes the rollout of IDG's new marketing plan, several new product launches and building growth momentum; and offers his thoughts on how every employee can contribute to IDG's ongoing success.

IDG U.K. wins prestigious award for its digital business strategy

(L-R): Comedian and host Rufus Hound stands with IDG U.K. colleagues ***Kit Gould, Matt Egan, Paul Trotter, Helen Clifford-Jones, Simon Jary, Dawn Briddon, Luc Borg, Ash Patel, Mark Jervis, Darren Higham*** *and Bill Swanson from PubMatic.*

IDG U.K. has been named B2B Digital Publisher of the Year by the Association of Online Publishers (AOP). Hosted by British comedian Rufus Hound, the annual awards ceremony took place on July 2 at the Camden Roundhouse, London.

The award recognized IDG U.K. for its highly innovative and data-led business strategy and great performance, acknowledging it as "a publisher which has always been very groundbreaking." The judges also praised the company for its innovative owned-and-operated media plan, which saw phenomenal audience growth.

Kit Gould, IDG U.K. CEO, said, "This recognition is a great testament to the IDG U.K. B2B team and all its supporters, IDG B2C, IDG Global Solutions and IDG Strategic Marketing Services. To have been recognized for the fantastic work they have all done in recent years is extremely gratifying. Today our brands — CIO, Computerworld U.K. and Techworld — are at the top of their game, significantly growing traffic and users to maintain their dominant position in the U.K. IT media space. Our data-driven programs and extensions have added reach to these exclusive audiences and our Media Services team has designed, sold and, most importantly, delivered first-class solutions for our customers. I salute Luc and all his team and also recognize the contribution made by everyone across IDG U.K. and our international colleagues that have added to our success and recognition."

"I was extremely proud to accept the award on behalf of the team," said IDG U.K. Enterprise Publishing Director **Luc Borg**. "The IDG U.K. team and our colleagues at IGS and SMS have worked incredibly hard to develop and promote the CIO, Computerworld U.K. and Techworld brands over the last 12 months."

IDG U.K. beat The Drum's publishers, The Carnyx Group, and Sift Media, which publishes AccountingWeb.co.uk, to take home the Digital Publisher of the Year honor.

For more information, contact Luc Borg. ■

Spotlight on: IDG ABM360

.tv
Jason Tenenbown
VP, Innovation & Program Architecture
IDG Strategic Marketing Services
www.idg.com

Jason Tenenbown, VP, Innovation and Program Architecture, IDG Strategic Marketing Services, provides an overview of account-based marketing, explains IDG's strategic advantage in this area and offers a brief look at the six products that currently comprise ABM360, IDG's new account-based marketing product suite. View the video on IDG Central.

Be sure to check out daily IT industry news summary available on IDG Central

The daily news summary is produced by IDG Corporate Marketing and provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry. You can read the News Summary on IDG Central's Press Summary section or request to be added to the distribution list by contacting Colleen Barry. Recent items include:

'Follow the reader' and other digital advice from the Guardian (Journalism.co.uk)

Facebook now gives you much more control over who you see in your News Feed (VentureBeat)

10 of the latest surprising and revealing studies on social media (The Next Web)

It's 2015 — You'd Think We'd Have Figured Out How To Measure Web Traffic By Now (FiveThirtyEight)

Marketers Say They Would Spend Even More on Digital Ads If Measurement Improved (The Wall Street Journal)

The new importance of 'social listening' tools (Columbia Journalism Review)

5 ways you're killing your productivity and how to fix it (Mashable)

6sense and Bombora Form an Exclusive Partnership to Provide the Industry's First Integrated Predictive Marketing Platform (Yahoo Finance)

OneonOne

Bryan Ma

IDC Asia/Pacific

The VP/Client Devices is this week's columnist. Reach him at bma@idc.com.

> "Xiaomi rocketed out of nowhere in the past few years to become one of the top smart phone vendors in China, in part because of its aggressively priced phones, but also because it leverages social media to cultivate a fiercely loyal fan base whose feedback in fact drives product design changes."

Q How is the Apple vs. Samsung competition playing out globally, and how does it look for the year ahead?

A Samsung is getting beaten up left and right these days. On the high end of the phone market, Apple is putting on pressure, especially with the larger iPhone 6+ in the phablet segment that Samsung previously had largely to itself. On the low end, Samsung is getting hurt by Chinese vendors that are very aggressive on price. Samsung has done a bit to get back on its feet, especially with more midrange phones as well as differentiators like curved screens (Samsung is one of the few panel providers with decent yields on those). But its core assets of hardware innovation and scale/speed alone might not be enough to get it back to its glory days of its Galaxy S4. That's also why you see its business shifting back toward other areas like semiconductors.

Q Chinese smartphone vendor Xiaomi is getting a lot of attention these days. Why?

A Xiaomi rocketed out of nowhere in the past few years to become one of the top smartphone vendors in China, in part because of its aggressively priced phones (selling them online at close to cost with very lean inventory) but also because it leverages social media to cultivate a fiercely loyal fan base whose feedback in fact drives product design changes at a much faster pace than traditional phone vendors. Yet the China market is slowing (just 2% growth expected this year), so this is forcing vendors like Xiaomi overseas. Xiaomi has done reasonably well in other Asian countries, but China still accounts for 90% of its sales so it really has to ramp up quickly in key markets like India and Brazil in order to keep up with its targets.

Q How about other Chinese phone vendors? There seem to be more and more of them going overseas too. Are these just cheap inferior products, and will they be as successful as Xiaomi?

A The list of Chinese vendors goes on and on, including Oppo, MEIZU, Gionee and OnePlus, most of which have similarly gone to India as one of their key overseas markets, oftentimes also competing on price. Keep in mind, by the way, that many of these products are of such high quality that they can compete with bigger brand names like Samsung; these are far better than the cheap low-quality products that one might have seen from Chinese brands in the past. The challenge with many of them, though, is that they tend to think in hardware-centric terms (some of them used to make MP3 players after all), whereas Xiaomi is much more nimble with a grander vision beyond devices, thus Xiaomi will likely still be at the front of this pack for now.

Q You've been a frequent source for media outlets reporting on tech stories in your research area. Do you have some tips for colleagues on how to build similar visibility for themselves and IDC?

A Some of it is pretty obvious: know your market well, be responsive enough to help journalists meet their tight deadlines, and be able to express your opinions in interesting ways that are worthy of a sound bite. And if it's TV, then be physically animated and passionate enough about the topic that you become an interesting personality for others to want to listen to. I also try to proactively build and maintain a presence with the media, particularly through Twitter. During press briefings I try to chat up journalists in person so as to further cement the relationship beyond just emails and phone calls. Ultimately, one builds up a reputation for being an analyst who is easy to reach out to and also has thoughts that are interesting enough to quote.

Q What can you tell us about the pilot phase of the new Region Based Worldwide Analyst Program that you're involved in?

A Historically, many worldwide analysts at IDC have been based out of the U.S., in part out of legacy reasons. Yet more and more activity in this industry tends to happen outside of the US, and a lot of global vendors are based in other geographies like China, Korea and Taiwan. So while I've been focused on the Asia/Pacific region for a number of years, this program allows me to put on a worldwide hat too. The idea is to reflect IDC's global nature and to better service and respond to both media and customers that are in Asia's time zones. I will continue to work closely with my worldwide counterpart in the U.S., Program VP, Devices & Displays **Tom Mainelli**, and, in fact, become an extension of his coverage out here.

Q You're also managing the Worldwide Hardware Assembly Team in Asia, right? What does that entail?

continued on page 6

IDG Netherlands' new digital platform boosts ad viewability, reader engagement

IDG Netherlands recently unveiled a single, integrated digital platform for its four brands — Webereld.nl, Computerworld.nl, CIO.nl and CXO.nl — that allows more ad viewability, more opportunities for reader engagement and more traffic control.

The major changes to the platform include the following:

- Ad placements are better positioned for viewability, based on the results of a research study conducted with the Netherlands' DMA Institute, a leading international digital media auditing and quality assurance group.
- The redesign now allows advertisers to better tailor their content for both mobile and desktop users.
- There are more places for special content such as videos, product previews and launches, interviews with IT opinion makers and photos.
- Interaction between the editors and the community has been improved. Readers can now easily comment on articles, ask and answer IT-related questions or publish a blog.

Product Manager **Joey Noordhoorn** said, "At IDG Netherlands we are building a bridge between IT and business, something that remains high on our advertisers' agendas. We offer our clients and readers both quantity and quality — quantity by providing the most-visited business IT platform in the Netherlands, and quality by providing insight into topics of interest for IT professionals."

Noordhoorn pointed out that each of IDG Netherlands' four brands is aimed at a successively smaller group of users. "Webwereld targets a large, diverse group of IT professionals with interesting IT industry news articles," he said. "Computerworld offers in-depth articles for more hands-on IT professionals and IT managers. CIO is for IT managers and CIOs, and CXO is for the line-of business managers who use and benefit from IT."

IDG Netherland's new platform, which debuted in May, ties those four brands together. "The broad group of IT professionals who visit Webwereld for industry news are also prominently served suggested links to the broader background articles on Computerworld and ones on the business side of things on CIO.nl and CXO.nl," Noordhoorn said. "This reflects the IT world of today where IT and the business are more tied together."

ARJEN HANSSEN

(L-R): IDG Netherlands Editor-in-chief ***Sander van der Meijs****, Web Developer* ***Ben Tumminaro****, Publisher* ***Maringo Vlijter****, IDG TechNetwork Netherlands Product Developer* ***Danny Hsiao*** *and IDG Netherlands Head of Development* ***Steve Dijkerman*** *watch as Tumminaro deploys IDG Netherlands' family of brands digital platform.*

IDG Netherlands Director of Ad and Data Operations **Gerwin van Engelenburg** said the new platform and some new analytic tools have helped improved viewability of the sites' ads. "Our research with the DMA Institute helped us take a critical look at the viewability of our ad placements on the sites," he said. "Seventy-five percent of our ads are now viewable, with 60% of them on view for more than five seconds. On our old platform 55% were seen and only 33% of them for more than five seconds."

> "Our research with the DMA Institute helped us take a critical look at the viewability of our ad placements on the sites. Seventy-five percent of our ads are now viewable, with 60% of them on view for more than five seconds."
>
> *Gerwin van Engelenburg*

Noordhoorn said he didn't believe 100% viewability is technically possible at the moment. "Even viewability vendors are unable to measure at least 20% of all impressions," he said. "Also the mobile aspect comes in play with different screen for different devices so ad positions change. But by battling lazy ad loading

continued on page 6

IDC New Zealand's CIO Summit a "must-attend" for local CIO community

IDC New Zealand in partnership with Conferenz, a leading New Zealand conference and training company, held its ninth annual CIO Summit and Awards dinner in Auckland last month.

The New Zealand event is "one of IDC's founding CIO Summits and one on which others in the line are based," said IDC New Zealand Senior Events Manager **Yvonne Gill**. "Since the New Zealand version has been running for nearly a decade it has grown in size — it is a two-day event while most other Summits are run for one day — and has additional event features that go beyond the other IDC CIO Summits." IDC New Zealand has partnered with Conferenz since the event's founding. "Joining forces enables us to scale up the event to a level that either organization would have been challenged to achieve alone."

IDC Australia and New Zealand Managing Director **Ullrich Loeffler** said, "The New Zealand CIO Summit has become the must-attend event for the New Zealand CIO community. This year we ran over 50 sessions across two days, including plenary sessions, roundtable discussions, seminar workshops and tech demos. Co-hosting the Summit is critical for IDC New Zealand in bridging our value proposition from the traditional vendor business to the IT buyer community."

The theme of this year's event was "Confronting Disruption: Shaping the Future of Business Technology." Gill said the New Zealand Summit is the foremost gathering of CIOs and senior IT executives in New Zealand. "This year delegate attendance rose to over 550 for the Summit and 750 for the awards dinner, a 9% increase in delegate revenue," she said. The event also saw a continued growth in sponsorship with more than 90 vendors signing up to be part of the Summit and a 7.5% increase in sponsorship revenue.

The agenda for the two-day event for CIOs and senior IT executives was predominantly a case study-based, vendor-free format with carefully selected international keynote speakers. Summit content is developed with an advisory council of 15 volunteer New Zealand CIOs. This year the advisory council wanted more opportunities for facilitated discussions with their peers and the vendors, and the following new features were introduced:

***Rich Vancil**, IDC GVP, Executive Advisory Strategies presented the opening keynote address at June's CIO Summit New Zealand.*

- Executive networking roundtables
- Tech demos
- A NZ$295 (US$195) Tech Pass for the second day of the Summit. The pass allowed the delegates' direct reports to attend a full day of local case study presentations and vendor tech demos. "We ended up with 100 Tech Pass registrations, which was impressive for a first year, and we expect to expand on this next year," Gill said.
- Expanding the exhibition across two levels of Auckland's SKY CITY Convention Centre
- Moving the dinner to an offsite location, this year the Langham Hotel

Rich Vancil, IDC group VP, Executive Advisory Strategies delivered the opening keynote presentation, "The CIO Agenda: Turmoil or Transformation," and facilitated a roundtable session. Other speakers included Tom Soderstrom, IT chief technology officer, NASA Jet

continued on page 7

> "The New Zealand CIO Summit has become the must-attend event for the New Zealand CIO community. This year we ran over 50 sessions across two days, including plenary sessions, roundtable discussions, seminar workshops and tech demos."
>
> *Ullrich Loeffler*

noteworthypeople

New employees

Lindo

ERIK SWANSON

IDG TechNetwork has hired **Latisha Lindo** as an account executive; she was previously an advertising sales and sponsorship planner with Revolt Media & TV. She holds a B.S. in public relations and an M.S. in new media management from Syracuse University and enjoys travel and exploring new cultures. latisha_lindo@idgtechnet.com

Pagonis

JOE MOLA

The **CIO Executive Council**'s new associate client relationship manager is **John Pagonis**. Previously a special accounts manager with Metso Corp., he holds an A.S. degree in computer information systems from Quinsigamond Community College in Worcester, Mass., and an MBA with a concentration in marketing from Assumption College also in Worcester, Mass. Away from his desk he enjoys going to classic and performance car show and working with electronics. jpagonis@cio.com

Et cetera

Noyes

IDG News Service Senior Correspondent **Katherine Noyes** is one of 15 journalists awarded a 3,000 euro (US$3,332) travel grant by the Heidelberg Laureate Forum Foundation that will allow her to attend and report on the third annual forum to be held next month in Heidelberg, Germany. The Heidelberg Laureate Forum offers a select group of young researchers in mathematics and computer science the opportunity to meet the pre-eminent scientists in their field for a week of cross-generational scientific discussion. This year's forum will include a session in which experts will discuss the social and ethical challenges presented by Big Data. Presentations and discussions by renowned speakers will look at how Big Data is changing our world, the advantages and potential of processing such vast amounts of data and the risks and challenges involved. katherine_noyes@idg.com

continued from page 3

One on One

A The hardware assembly team covers LCD panels and original design manufacturers, which are upstream* compared to the branded systems that we are accustomed to seeing. This is a unique IDC advantage that serves many purposes, including internally auditing the accuracy of our Tracker shipment data, providing a leading indicator of forecasted market sizes, and even getting some advance insight into rumored products that might be launched by vendors (like Apple) later. Enterprise markets are also changing as companies like Facebook use ODMs to build their own servers. Most of our competition does not have teams in Asia focused on such upstream ODM/LCD research, and they lack IDC's broad market sizing and visibility. ■

**Upstream means the companies in the supply chain working behind the scenes to supply/manufacture for the branded vendors that we are accustomed seeing. For example, in order to make an iPhone, Apple has to use TSMC to help make the chip and Foxconn to do the assembly. TSMC and Foxconn would be "upstream."*

continued from page 4

New platform boosts viewability

and using 'sticky ads' we've come a long way."

IDG Netherlands began using 'sticky ads' that remain in view while a visitor reads an article. Van Engelenburg said he noticed that IDG Sweden was using these ads and contacted IDG Sweden CTO **Henric Jogin** about them. Jogin also recommended using a viewability tool from MOAT, which IDG has a global agreement to use (contact IDG TechNetwork Business Operations Director Anthony Polcino for more information on the global contract). Using MOAT, IDG Netherlands can now track all ad campaigns and study the viewability performance of every ad unit. "We learned from the MOAT data that 'below-the-fold' ad placements were not really viewable to visitors," van Engelenburg said, "so we removed those placements."

An added benefit of the new platform is that the number of users visiting the sites via mobile devices has increased significantly. "Two years ago we eliminated our mobile apps because our websites are now device-responsive. Our advertisers can now better tailor their content mobile or desktop devices," Noordhoorn said.

IDG Netherlands Editor-in-chief **Sander van der Meijs** said one of the project's goals was to let traffic flow naturally between the four sites. "The new design also gives us the opportunity to attract extra readers to our custom content and Insider articles."

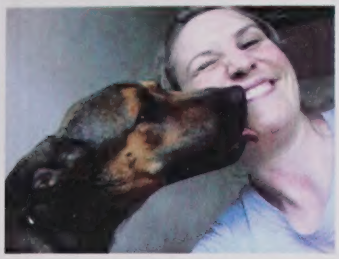
Traffic results from the first two weeks after the launch were "very promising, and the new platform has strengthened all the brands," van der Meijs said. "Traffic on Computerworld, CIO and CXO has increased considerably, and we were able to register a lot of Insiders in a separate area. Using some analytics research on the conversion process, we made some registration buttons bigger, changed their color and made the registration process easier."

The new platform also gives IDG Netherlands' increased opportunities for reader participation, particularly for IDG Netherland's professional bloggers. "We have a great deal of involvement from IT professionals here," van der Meijs said. "We have about 35 business leaders, chosen and edited by our editors, who share their views on the IT market through blogs on CIO.nl and CXO.nl, and their insights are very much valued by our readers. By giving them better placement on the landing pages of the sites, we also make it attractive for other bloggers to start publishing on our platform and engaging with our audience."

Besides Noordhoorn, van der Meijs and van Engelenburg, other members of the IDG Netherlands digital team include Head of Development **Steve Dijkerman**, Developer **Ben Tumminaro**, Web Designer **Joshua van Meer** and former Demand General Manager **Robert Riphagen**.

For more information contact Joey Noordhoorn. ■

Calling all volunteers!



IDG Australia's ***Bonnie Gardiner*** *gets an enthusiastic thank-you from a shelter dog.*

"Recognizing that we can all do something to help someone get back on their feet and restore hope and joy in their lives — and in the process feel blessed in helping — is pretty powerful," IDG Australia's **Cherry Yumul**, who launched Project Pay It Forward to send clothing, supplies and financial donations to the Philippines after a 2013 hurricane. Yumal, along with a number of IDGers who volunteer their time and talents to make the world a better place, was featured in last year's IDG World Update roundup of community-minded employees. IDG World Update will be revisiting this feature later this summer with stories on all-new volunteers efforts by IDG and IDC employees.

IDG TechNetwork's ***Rick Currier*** *volunteers with the Big Brother program.*

If you volunteer your time or know of someone at IDG, IDC or one of IDG's licensing partners who does, please let the World Update editors know. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Karin Quack *IDG Germany*

27
Judy Callahan *IDG Corporate Services Group*

25
Julio Vial *IDC U.K.*

23
Debra Becker *U.S. Media*
Randy Perry *IDC*

21
Fay Harward *IDG U.K.*

18
Verena Schieder *IDG Germany*

17
Courtney Munroe *IDC*

16
Earl Joseph II *IDC*

15
Linus Wolter *IDG Sweden*
Lauren Fitzgerald *IDC*

14
Adam Sienkiel *IDG Poland*

12
Akemi Kimura *IDC Mexico*

10
Caroline Mewing *U.S. Media*

8
Richard Bell *IDC U.K.*

6
Jebin George *IDC META*

5
Emily Snowden *IDG U.K.*
Luis Rodriguez *IDC Mexico*
Pawel Olechowski *IDC Poland*

4
Jean Desmarais *IDC*
Cynthia Burghard *IDC*
Yiye Feng *IDC*

3
Shahista Hagalwadi *IDC META*
Khan Sair Ullah *IDC META*

2
Kay Kim *IDG Korea*
Daniel Teixeira *IDC Brazil*
Pietro Delai *IDC Brazil*
Steve Ragan *U.S. Media*
James Wester *IDC*

1
Ursula Howard *IDG Germany*
Dan Hawkins *IDG Connect*
Olga Timoshenkova *U.S. Media*
David Parish *IDC*
Danielle Schwartz *IDC*

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CIO New Zealand Summit

Propulsion Laboratory; Jonathan Feldman, CIO, city of Asheville, N.C.; and Jim Thompson, chief engineer, Unisys.

The New Zealand CIO Awards celebrate and recognize individuals and teams that have shown leadership, innovation and foresight in their contribution to ICT and business. Each year individuals and companies are invited to submit an award application, which is reviewed by a panel of judges. Successful applicants are interviewed, and the winners are announced during the awards dinner. The five sponsored award categories include Executive Team of the Year, Engaging Youth in ICT, Emerging ICT Leader, CIO of the Year and Outstanding Contribution to Technology in New Zealand (the final award is not open to submission and is chosen by the judging panel).

IDC New Zealand Senior Events Manager ***Yvonne Gill*** *says next year's 10th edition of the New Zealand CIO Summit promises continued growth.*

"The New Zealand CIO Summit is set for continued growth in June 2016 when we will celebrate the event's 10-year anniversary," Gill said.

Ullrich Loeffler, *IDC Australia and New Zealand managing director opened the CIO Awards Gala Dinner at Auckland's Langham Hotel on the first night of the CIO Summit New Zealand.*

For more information or to see video interviews with Summit speakers and delegates visit the summit website. For more information contact Yvonne Gill. ■

unsunghero

Andy Trice

Senior Web Operations Administrator

Digital Media Group, U.S. Media

U.S. Media's Digital Media Group VP, Engineering ***Thomas Alexander*** *named Senior Web Operations Administrator* ***Andy Trice*** *his team's Unsung Hero. "Andy has been with the company for more than five years and has helped us through the rollout of Apollo from the beginning. We merged PCWorld and Macworld and now we have all the U.S. Media brands on Apollo. He helped oversee the hugely successful change of our database from EnterpriseDB to Postgres. He was also instrumental with IDG World Expo's transition of their web infrastructure to the cloud ahead of the successful E3 conference."*

Name Andy Trice

Home San Francisco

Title Senior web operations administrator

Primary job responsibilities My group supports the systems that power IDG's Enterprise and Consumer & SMB web sites. We build the databases, web servers and networks. We also support several IDG World Expo properties including E3Expo and E3Insider.

Three things I do in a day's work

- I work very closely with the developers and quality assurance team for Apollo. We are always discussing things like new feature implementations or strategies to handle heavy traffic.
- I continuously monitor performance to get an overview of everything we manage, which now spans multiple zones in Amazon's cloud in addition to our East and West Coast facilities.
- It's a rare day that I don't run into some new brain-teaser tech problem, usually figuring out how something has inexplicably broken.

What I love most about my job I work on some pretty cool technology projects with truly talented people at an industry-leading company!

A hot-button issue I'm dealing with on the job
Cloud technologies is one of our most debated topics. We've moved several sites and services from our data centers to the cloud, which has highlighted numerous benefits and also many challenges — like making our applications work with the cloud-provided tools.

IDG WORLD UPDATE

Senior Web Operations Administrator ***Andy Trice*** *joined IDG in 2009.*

Latest accomplishment
Our websites originally ran on Oracle. We replaced that a couple years ago with an Oracle-compatible database that cost half as much. Two weeks ago we finished the job by moving to a free open-source database called Postgres. This frees us and any other business unit adopting Apollo from future licensing costs.

What I'm doing to be a better employee
When I started at IDG my co-workers were based at the same office. I'm now regularly working with colleagues across the country and overseas, so I'm focused on better methods for collaborating with remote peers.

Interests outside the office
In my spare time I restore vintage cars and enjoy the occasional round of golf, usually with my fellow IDGers.

What others can't tell just by looking at me
Would you believe I have a few banjos at home?

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG World Expo taps its experience for a successful E3

Produced by IDG World Expo, the Electronic Entertainment Expo drew more than 52,200 video game industry professionals and enthusiasts from 109 countries to the Los Angeles Convention Center.

SEE MORE ON PAGE 2

Also inside

One on one: IDC Russia/CIS VP & Regional Manager Robert Farish

IDG Australia alliance marketing video looks at retail

On the job: Manager, Digital Media Kirsa Larson

In memoriam: IDG Spain's Ursula Nadador

492 Old Connecticut Path employees strengthen ties to community and new colleagues.

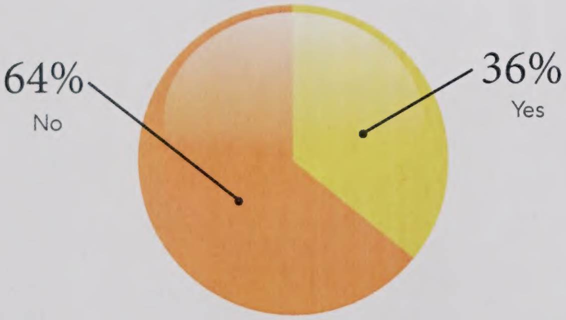
SEE MORE ON PAGE 7

Unsung hero: IDG Strategic Marketing Services' Tom Schmidt is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Will you travel to another country on vacation this year?



Log on to www.idgcentral.com to vote on this week's question:

When was the last time you took a photo with a camera that was not part of a smartphone?

CLICK HERE

IDC's CIO Summit series stops in Kenya

(Left, l-r): IDC Middle East, Turkey and Africa Conference Manager Theresa Eshiet, Conference Director Deepa Ahuja and Senior Conference Specialist Rama Bhardi. (Right): IDC East Africa Country Manager Onesmus Mbogo.

The most recent of the 12 CIO Summits to be held in Europe, the Middle East and Africa this year took place in Nairobi on June 18. The second annual CIO Summit East Africa, with the theme "When IT Meets Business," brought together some 100 CIOs from five countries who networked and learned from array of IDC speakers and industry thought leaders. Conference Director Deepa Ahuja said this year's event saw gains in the number of sponsors and attedee quality, and had a more robust agenda than last year.

SEE MORE ON IDG CENTRAL

IDG World Expo taps its experience for successful E3

Twenty years after its founding, the Electronic Entertainment Expo (E3) in Los Angeles continues to be the most important event for the global video game industry. Owned by the Entertainment Software Association (ESA) and produced by IDG World Expo, this month's E3 drew more than 52,200 video game industry professionals — hardware manufacturers, retailers and others — analysts, venture capitalists, journalists and enthusiasts from 109 countries to the Los Angeles Convention Center.

The three-day E3 2015 was the subject of more than 6.3 million posts on Twitter. Instagram engagement broke previous records with more than 7.5 million Likes on E3-related posts. More than half a million concurrent viewers watched E3 press conferences, and more than one million E3-related videos were posted to YouTube.

The U.S. technology news and media network The Verge said "the best E3 in years has made gaming exciting again."

IDG World Expo SVP, Strategic Communications and Event Development **Carolyn Rauch** said IDG World Expo "manages every aspect of the event, from operations to housing to sales to sponsorship fulfillment to registration and everything in between. If you see it at E3, we're responsible for making sure it gets done."

Madeline Kruzel, VP/general manager of E3, said the ESA has IDG World Expo produce E3 "because it recognizes and values our extensive experience and expertise in putting on large events like E3. Several members of our team, which numbered more than 20 this year, have been working on the show since it launched in 1995, and the team overall has unique knowledge, relationships and skills that contribute a great deal to the event's success."

More than 333 retailers from 138 companies in 32 countries participated in IDG World Expo's E3 VIP Buyers Program, an exclusive experience for key retailers with decision making and buying power responsibility. Among the program's benefits were a dedicated lounge so clients could plan their show activities, check e-mails, access business and concierge services, meet with colleagues and enjoy a meal.

IDG World Expo also produces the E3 Show Daily, a free 60-page publication with show news, interviews with industry executives and creative artists, booth listings, floor maps and photos from the show floor. It also built and managed E3Insider.com, an online gateway to the show for millions of gamers who could not attend — E3 is not open to the general public — but still wanted to keep up with events from the show floor. The site offered show-floor maps, behind-the-scenes looks at E3, a real-time news feed, streaming coverage of press conferences, in-depth interviews with gaming luminaries and downloadable photos and screenshots.

For E3 2015's numerous sponsors and partners, IDG World Expo created "a wide array of amazing and truly unique new experiential sponsorships this year," Kruzel said, "including a large working fountain in South Lobby, an exclusive E3 Snapchat story, 'zombies' who greeted attendees throughout the public spaces and an invitation-only lounge for Facebook, to name just a very few."

Click here for an IDG News Service video report from E3 in which IDC Research Gaming Director **Lewis Ward** discusses the industry's top three trends.

E3 2016 will be held June 14-16, 2016 in Los Angeles.

For more details contact Carolyn Rauch. ■

IDG World Expo's E3 team stand amidst staffers from its top vendors -- and one of the undead. Employees were (l-r): ***Shay Egan, Janet Pitt, Max Roche, Nicole Day, Suzanne Levecque, Ryan Scott, Leslie Howard, Madeline Kruzel, Nan Funsch, Mariella Ley, Carolyn Rauch, Cheryl Barrett, Stephen Galeotalanza,*** *a friendly zombie,* ***Alida Roberts, Jackie Mellen, Pattie Tobias-Renouard, Kelly O'Rourke, Kristin Dacey, Deb Begreen, Shanna Cito, Dianne Anderson, Anne McCrory, Mary Dolaher*** *and* ***Donna Moschella.***

OneonOne

Robert Farish

IDC Russia/CIS

The vice president and regional director of IDC Russia/Commonwealth of Independent States is this week's columnist. Reach him at rfarish@idc.com.

IDC Russia/CIS at-a-glance

Russia (Moscow)
Headcount: 23

Ukraine (Kiev)
Headcount: Eight
Coverage: Ukraine, Belarus, Georgia, Armenia

Kazakhstan (Almaty)
Headcount: 9
Coverage: Kazakhstan, Azerbaijan, Uzbekistan, Kyrgyzstan, Turkmenistan, Tajikistan, Mongolia

Research products covering the countries of the CIS: More than 100

Number of 2015 events: 37 events in nine cities.

Recent accomplishment: Earlier this month IDC delivered 130 CIOs from Russia's top 400 user organizations at the CIO Summit in St. Petersburg.

Q Russia and Ukraine have been in the news a lot in the past year. How have these political upheavals we read about impacted IDC?

A I am sure everyone has read about what has been going on in Ukraine: the conflict and the subsequent sanctions aimed at Russia. For IDC in Russia, this turn of events has meant that we have been spending time to help our clients understand what this means for them. Naturally, the ICT market contracted considerably. So we get questions, such as: How will sanctions impact IT demand in the country?

What perhaps your readers might not have read about is that the Russian government is in the process of trying to refocus state sector spending on products from countries not currently part of the "sanctions alliance." So this means looking at questions, such as: How likely is it that Russian government customers will succeed in replacing products like Microsoft Windows and Oracle DBMS with local alternatives?

Finally, we are also getting geopolitical questions. What does the new political alignment mean for Chinese ICT suppliers to Russia? Will they benefit from Russia-U.S. tensions?

For IDC in Ukraine, the events of 2014 have created turmoil in the economy and similar levels of uncertainty about the future for vendors. Our customers are keen to understand when some stability will return to the state sector — enabling a resumption of ICT investment? Will the planned closer relations with the EU create some ICT investment opportunities?

Q Are you getting a lot more political questions than before?

A We are. But we do economics too! Toward the end of 2014, the currencies of Russia and many of the CIS countries fluctuated wildly. The Russian currency halved in value against the US dollar in a matter of a few weeks. Many of the CIS countries also entered into economic recession.

For IDC in Russia and for our customers, this led to a business standstill in the first quarter of this year when everyone took stock and felt safer doing nothing until there was some clarity about the future. Our customers not only needed advice about the future but some confidence that we were not going to witness a doomsday economic scenario here.

Since that time it is fair to say that things have improved a fair bit. Dire results recorded by a lot of companies early in the year are now being replaced by much more reasonable performance in the summer. More importantly for IDC, confidence has returned to both our local and our multinational customers.

The hot topic here now is assessing if the economic crisis having an impact on business models and IT consumption models. Will the big increase in hardware costs drive more customers to use cloud solutions? Will it drive increases in outsourcing?

Q What about the other CIS countries? Are things picking up there too?

A It is certainly a challenging time for Ukraine. For our team in Kiev, the focus has been to try to develop more business in the surrounding countries — increasing our activities in Georgia and Belarus. These economies are also slowing down but have not suffered the same kind of disruption we see in Ukraine.

The Kazakhstan economy has also slowed, but we are taking a strategic approach to this market. Here IDC's approach has always been to focus on very high-level engagement with the Kazakhstani state bodies responsible for national ICT strategy. At the end of 2014, IDC, represented by Senior VP **Steven Frantzen**, was invited to participate as a founding member of the Board of Trustees of the Innovation Cluster "Park of Innovative Technologies" of Kazakhstan, which is chaired by the president of Kazakhstan, Nursultan Nazarbayev. [See article on IDG Central.] Frantzen was also invited to participate in the Astana Economic Forum in May 2015 as the moderator for one of the plenary sessions and keynote speaker of the session on Big Data.

Q Is your region always this turbulent?

A We have had many crises over the last 20 years, and everyone has got used to the high highs and low lows we experience here. However, I do think 2014 was different.

Russia in 2015 is a more politicized place than at any time that I have lived here (I moved here in the mid 1990's). Politics now touches ICT decisionmaking — the country from which an IT product or service originates is now an important part of the purchasing process for CIOs in government or state-owned organizations.

continued on page 6

Custom IDG Australia video project for Brother shows retail integration of printers

A unique video and print custom-content program for printer manufacturer Brother recently led to a new form of alliance marketing for IDG Australia's Channel and Consumer division. Brother was looking for content to use in its training and sales program, and IDG Australia's Group Advertising Manager of ARN **Janice Tong** proposed a video and corporate case study that shows how Brother printers integrate into the retail channel.

Tong said this project was unique in the way that IDG Australia usually produces and distributes client-sponsored custom content for its own channels, such as the ARN or PCWorld Australia websites. "Usually, we bundle custom content and deliver them through our brands," she said, "but this time we produced something solely for use by Brother." For this first-time custom project, we were asked to handle the concept, writing, production and delivery of it, a complete solution," Tong said.

The 4:35 video, which was completed earlier this month, did not focus so much on Brother's printer technology but on how seamlessly their printers can be integrated into the running of a number of retail stores.

Brother suggested the video tell that story using the international children's clothing retailer Pumpkin Patch. Pumpkin Patch, with 128 stores in Australia alone, relies heavily on low-cost, reliable color printers for its store operations. "Pumpkin Patch produces up to 1,800 designs in multiple colors per season," Tong said. "Each of their stores in Australia change their displays every morning from printed mock ups provided overnight by Pumpkin Patch's Visual Merchandising team. Accuracy of color is high on their agenda, so it's a pretty big job for a small printer, which has to be robust and produce good-quality images at a low cost.

recreate the colour and details instore
brother
30%

Using printouts from Brother printers, store employees can see how Pumpkin Patch's corporate visual merchandising team would like their store to look

"We came up with a fantastic narrative arc linking colorful, fun kids' clothing with a low-cost quality color printer and how these two worked together seamlessly," Tong continued. The complementary written piece is more technical and business-oriented.

Tong was the project producer, aided by ARN Senior Journalist **Hafizah Osman**, Journalist **Chris Player** and Graphic Designer **Kate Dougan**. The entire project, from brainstorming to delivery, took the team two months to complete. Tong said Player has been writing custom content for IDG Australia's Channel division since mid-2015 when the program took off. "His experience was more on the business end of writing," she said, "but he took on the challenge when asked to do this job and was the one who came up with the concept about 'color.'"

*(L-R): **Chris Player**, ARN journalist; **Janice Tong**, publisher of PC World/Good Gear Guide and group advertising manager of ARN; and **Hafizah Osman**, ARN senior journalist.*

Filming took place in two parts. The filming at Brother took several hours. "It's quite tricky to make a printer look sexy, but our videographer managed just that," Tong said. The shoot at the Pumpkin Patch store was "a breeze in comparison. We dressed mannequins and styled kids' clothing for multiple shots."

The video also includes interviews with Brother's commercial director and Pumpkin Patch's state manager for Australia and New Zealand. These were unscripted because Tong wanted the video's narrative to flow naturally and be "interesting but easy to follow. Print-solution deployment is not all that interesting if told from a technical point of view," she said. "So we needed to find a balance between the technicality of the implementation process and the efficiencies of Brother's printers."

"This is a new form of alliance marketing for us," Tong noted. "In this climate you have to be willing to adapt and evolve to ensure your longevity in the market," she said. "It's always good to put yourself out there, with bit of challenge to keep you on your toes. That's the way to go."

For more information contact Janice Tong. ■

Job Spotlight

On the job: Manager of Digital Media

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Kirsa Larson

Title Manager of Digital Media

Business unit IDG TechNetwork

What a digital media manager does I work in the Ad Operations department and manage the team of digital media coordinators. Our team executes all the digital ad campaigns for IDG TechNetwork that are sold by the sales team. When a new insertion order (IO) comes in it's my job to approve it and confirm that we can deliver on what was sold. Our team then trafficks the ads in our ad server, and we optimize campaigns in order to reach the campaign's goals (such as click-through rates, cost per action/sale or viewability and the percentage of ads that were seen.) Throughout the campaign flight, we manage pacing and performance and work with the sales team to make sure the client's goals are met. Also, as a manager I'm involved in various projects including reporting and process improvements.

The services I deliver and who my primary customers are
Our team delivers the execution of digital ad campaigns. A campaign can last anywhere from a few days to many months. Campaign goals can range greatly from campaign to campaign. Depending on the month, my team oversees between 50 to 100 campaigns at any given time. Currently, we have about 75 live campaigns. Our internal customers are the members of our sales team, since we're working to deliver the products they sell. Our external customers are advertisers such as Dell, Verizon, and Microsoft.

The key skills required to do my job
This industry is very fast-paced, so it's important to be organized and have great time-management skills. Attention to detail is also essential because one small typo could lead to a huge error in a campaign's set up. For instance, if an extra zero is added to an impression goal, the campaign could deliver 10 million impressions instead of 1 million; this would cost us a lot of money if not corrected. It's also necessary to have great communication skills, since I'm working with many people across all departments and often need to explain complicated things in a way that's easy to understand for everyone.

A typical day
Every day brings new challenges. I answer questions about our capabilities from our sales team. I help the rest of the AdOps team with questions about campaigns and train them as needed on campaign set up, optimization strategy and creative troubleshooting. I also spend a bit of time each day approving IOs. At the beginning of the month I assist in campaign set up. At the end I work to ensure full delivery on all campaigns and pull monthly reports. I'm also involved in weekly pacing meetings for our territories to make sure everything is running smoothly. Each campaign and territory is different, so it's never boring.

ERIK SWANSON

*Manager of Digital Media **Kirsa Larson** joined IDG TechNetwork in 2013.*

Best part of my job
I'm really lucky to be part of such a great team. I love coming to work each day because I love the people I work with.

Why and how I got involved in this career
After college I worked for a little while at an IT staffing firm in a sales role and realized I was better suited for a behind-the-scenes job. I applied for an internship with IDG TechNetwork in June 2013 on the digital media team and realized that ad operations was a great fit for my skillset. Since then I've worked my way up to my current role.

What my colleagues would be surprised to learn about me
I love to dance. At 6'2" I don't exactly have a typical dancer's body type, but I was on a competitive dance team throughout high school and college, and I take ballet classes occasionally. ■

noteworthypeople

New employees

Barrett

Cheryl Barrett joins **IDG World Expo** as a registration/VIP coordinator, coming from Massachusetts Eye and Ear where she was a human resources generalist. She earned a B.A. from Curry College in Milton, Mass., and is currently working toward an M.A. in management at Cambridge (Mass.) College. In her free time she enjoys baking, arts and crafts and is a member of her church's liturgical dance group. cbarrett@idgworld-expo.com

Moellendorf

IDC's Health Industry Insights has hired **Jeff Moellendorf** as a senior account executive. Previously a corporate account director with Regus, he holds a degree from Northern Illinois University. Away from the office he enjoys "anything outdoors, golf, paddle boarding and fly fishing." jmoellendorf@idc.com

Keck

Previously head of business development at IT/quality management firm MW10 AG, **Isabelle Keck** joins **IDG Germany** as project manager of its Leadership Excellence Program. She holds a B.A. in business economics from the University of Hagen and studied linguistics at the University of Frankfurt. She enjoys sports, travel and cooking. ikeck@idg.de

Send information about promotions, new employees, and transfers to world_update@idg.com.

Daily IT industry news summary available on IDG Central

The daily news summary is produced by IDG Corporate Marketing and provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry. You can read the News Summary on IDG Central's Press Summary section or request to be added to the distribution list by contacting Colleen Barry. Recent items include:

Apple's Latest Ios Update Is Bad News For Advertisers
(Fast Company)

Is Google's Mobilegeddon Scaring Website Owners Into Bad Design Decisions?
(Marketing Land)

Mobile: The Biggest Problem In Advertising
(MediaPost)

A Small Google Tech Change Could Mean Tens of Millions to News Publishers
(NiemanLab)

The Web Is Getting Slower
(CNN Money)

Stop With the Millennial Niche News Sites Already
(Wired)

continued from page 3

One on one

2014 really did feel like a turning point. It does feel that both Russia and Ukraine are significantly changing course.

That said, if we put politics aside, for an analyst this period of change is very interesting. Some questions being chewed over in Russia at present go well beyond our local concerns. They could be applied to governments everywhere. For example:

- What role should the government of a country take in regulating the activity of global companies that collect and resell the personal data of its citizens? (Beginning this year, Russia plans to make it obligatory that this data is stored in datacenters inside Russia.)

- How exactly do you define the nationality of a multi-national or a Russian-based company? (The Russian government seems so far unable to answer this question.)

- How can the government support the building of a competitive domestic IT industry? (The government is weighing different approaches like direct investment in local ventures, local preference in tenders to supply either government or state-owned customers and creating new state sector IT suppliers.)

Q What do you think that the future holds?

A I predict that we will continue to have plenty to write about! I think that for at least the next two years Russia's relations with the U.S. and the EU are going to be difficult and that our U.S. customers are going to have to become "more Russian" to maintain their position in this market. On the other hand, some U.S. companies may deprioritize Russia in favor of other CIS countries.

I think that we will see Chinese vendors prioritizing Russia. Building a presence in new market segments takes time and the cultural differences are considerable, but there appears to be a degree of ambition on both sides. The same will certainly apply to the rest of the region, especially in Central Asia.

I believe that ICT will start to become a much more high-profile issue for Russia. The country is now much more sensitive about the competiveness of its economy, the competiveness of its domestic companies and its national cyber security. ICT is already a government priority in Kazakhstan, and for Ukraine it will become increasingly so as the process of reform and national rebuilding progresses. ■

The employee communications survey winner is...

...IDC Philippines Associate Research Editor **Sean Agapito**, who was selected in a random drawing of survey respondents earlier this month to receive a pair of Beats by Dr. Dre headphones.
The World Update/IDG Central editors thank the more than 700 people who participated and shared their comments and suggestions.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Ken Hoyt *IDC*

28
Kimberly Schuberthan *IDC*

26
Bernd Meyer *IDG Germany*

23
Marlene Buschbeck-Idlachemi *IDG Germany*

20
Paul Overhiser *IDG Finance*

19
William Ganci *IDC*
Wolfgang Herrmann *IDG Germany*
Hans Ludwig *IDG Germany*

18
Andreas Frenzel *IDG Germany*

17
Bob Rawson *IDG U.S. Media*

16
Joanne Tilson *IDG Global Solutions*
Sandra Machnik *IDG Germany*

15
Eri Meyer *IDC*
Mary Ann Daneke *IDC*

14
Patty Gill *IDG Credit*
Manfred Bremmer *IDG Germany*
Rolf Röwekamp *IDG Germany*
Pia Küsters *IDG Germany*

13
Aico Turba *IDG Netherlands*

9
Donna Geary *IDG Global Solutions*
Christine Nestler *IDG Germany*

8
Justin Counts *U.S. Media*

7
Paul Calvo *IDC*

5
Joshua van Meer *IDG Netherlands*
Matt Mikaelian *IDG Global Solutions*

4
Scott Boutwell *CIO Executive Council*
Michael Kan *IDG News Service*
Nicole Day *U.S. Media*
Andrew Munton *IDC*

3
Cristian Gomez *IDC Chile*
Will Koscielny *CIO Executive Council*

2
Erinn MacKinnon *IDG Connect*
Chris Kinnier *U.S. Media*

1
Javier Lausic *IDC Chile*
Sarah Echter *IDG Netherlands*
Sandra Barrack-Anidi *IDG Tax*

In memoriam: Ursula Nadador, IDG Spain

Nadador

IDG Spain employees are mourning the loss of their colleague **Ursula Nadador**, who died earlier this month after a year-long illness. She joined IDG Spain in 1988 as secretary to then-Managing Director Paco Zabala.

In 2007, when Managing Director **Manuel Pastor** was appointed to lead the group, she took on a more varied role, assisting all the department heads, serving as receptionist and later helping with event facilities management.

"Ursula was such a brave woman and fought with all her strength against her illness," Pastor said. "We will always remember Ursula giving a big smile to everybody, and she had a very positive and elegant attitude for life and business. She contributed so much to IDG for 27 years; this is a company that she deeply felt was part of her family. We will miss her very much."

492 OCP employees strengthen ties to community, new colleagues

JOE MOLA

Several CAB members with donations for their first charity drive. (L-R): ***Jason Fleckles****, account executive, IDG Enterprise;* ***Kimberly Andrews****, account director, Events, IDG Enterprise;* ***Brooke Giroux****, lead nurturing program manager, IDG Connect;* ***Lynn Holmlund****, senior marketing & PR manager, IDG Enterprise;* ***Deb Begreen****, senior director, Events, IDG Enterprise;* ***Kathy Moran****, senior manager, Conferences & Programs, IDG World Expo. CAB members not pictured:* ***Alison Lutes****, IDG Strategic Marketing Services;* ***Amanda Tyler****, DMG, U.S. Media;* ***Gina Galvagni****, US Media HR;* ***Jane Davis****, CIO Executive Council;* ***Jodie Naze****, ITworld Editorial;* ***Kathy Rebello****, IDG TechNetwork;* ***Kim Pisano****, IDG Connect and* ***Kristina Clark****, IDG Connect.*

At 492 Old Connecticut Path in Framingham, Mass., IDG employees have formed the IDG Community Action Board (CAB) to provide opportunities for employees to give back to the community and strengthen relationships with colleagues.

From February through early June, CAB organized a toiletry drive for a Framingham-area charity. Employees filled more than a dozen boxes with toiletries from hotels and well as full-sized items. Colleagues at IDG's 5 Speen St. office learned of the collection and also joined in. These items will be distributed among local shelters. Later this month, the group will be helping stock the shelves of local food pantries.

Over the past year, with the creation of U.S. Media and the subsequent office relocations and increased collaboration between groups, employees at 492 OCP have found themselves amidst new colleagues. During the next few months, CAB is organizing a series of five meet-your-neighbor events to encourage employees to see other departments and socialize. Each one-hour open house will be organized by a different section's host committee with a theme and snacks.

IDG business units in the building are U.S. Media (includes IDG Enterprise, IDG Consumer & SMB, IDG TechNetwork, IDG.tv, Digital Media Group, IDG World Expo and U.S. Media Human Resources), IDG Research Services, IDG List Services, IDG Connect, CIO Executive Council, IDG Global Solutions, IDG Strategic Marketing Services and IDG Human Resources Services Division.

Contact IDGE Sr. Marketing & PR Manager Lynn Holmlund. ■

unsunghero

Tom Schmidt

Managing Editor

IDG Strategic Marketing Services

*IDG Strategic Marketing Services VP, Content Works **Jim Malone** named Managing Editor **Tom Schmidt** his team's Unsung Hero. "Tom regularly runs the content portion for between 25 to 30 projects simultaneously. His clients and co-workers love him and with good reason: he's very, very good at his job. From the smallest, most routine white paper to any of our groundbreaking integrated programs, Tom provides expert editorial counsel, guidance and expertise. He's smart, dedicated and in possession of a work ethic that even our boss, [SMS President] **Charles Lee** — the hardest working man in content! — would admire. And he does this all quietly, efficiently and with passion."*

Home South Hamilton, Mass.

Joined IDG I was briefly a Computerworld editor in the 1980s but joined SMS in 2012.

Title Managing editor, IDG Strategic Marketing Services

Primary job responsibilities I'm deeply involved in content marketing, which is really all about creating valuable and relevant content that attracts a clearly defined audience. In our case, that's IT and business leaders.

Three things I do in a day's work

- Host a live webcast.
- Develop an interactive infographic based on IDG research.
- Edit an eBook.

What I love most about my job Writing video scripts and delivering them on camera. It appeals to my inner ham actor.

A hot-button issue I'm dealing with on the job Every company on the planet is being challenged to innovate on what IDC calls the "third platform" (cloud, big data, social media and mobile). That means everyone is on accelerated learning curve. It's a major challenge both for the SMS group here at IDG and all of our clients.

JOE MOLA

*SMS Managing Editor **Tom Schmidt** started his IDG career as a Computerworld editor.*

Latest accomplishment I was part of a team that created a hugely successful infographic about IT career opportunities in the Pittsburgh region for ImaginePittsburgh.com. Not an everyday assignment!

Career highlight Being personally congratulated for work well done by two publishing legends: Pat McGovern and Bill Ziff.

What I'm doing to be a better employee Trying to master business intelligence in order to understand and recommend the optimal content for an audience at a given moment.

Interests outside the office I sing in a choral group on the North Shore of Boston that specializes in wonderfully demanding works by the likes of Brahms, Verdi, and Beethoven. Marketing is child's play by comparison.

What others can't tell just by looking at me I convinced my wife-to-be back in the day that we should quit our jobs and live in Italy for six months. A rash adventure that I recommend to everyone.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
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thanksto

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IDC's Vienna CIO Summit draws CIOs from around Europe

The two-day event had more than 250 people on site — including 130 CIOs, as well as partner representatives and IDC staff — from 30 countries around Central and Eastern Europe.

SEE MORE ON PAGE 2

Also inside

M3 offers Swedish marketers turnkey video solution
Global Media Institute explores strategic issues
One on one: Vanessa Thompson, IDC research director, Enterprise Social Networks & Collaborative Tech

IDC Canada employees embrace the Rat Race on behalf of the United Way.

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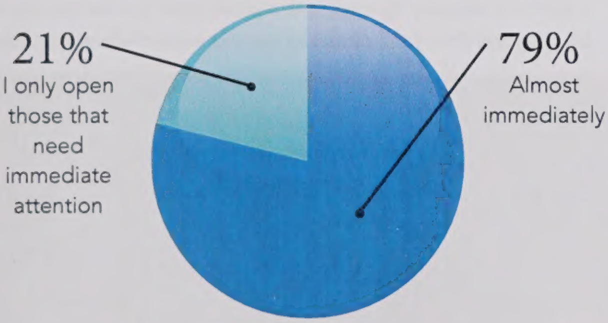
Unsung hero: IDC Middle East, Turkey and Africa Office Manager Bheban Kewalram

SEE MORE ON PAGE 8

Question of the week results

How often do you open and read incoming email at work?

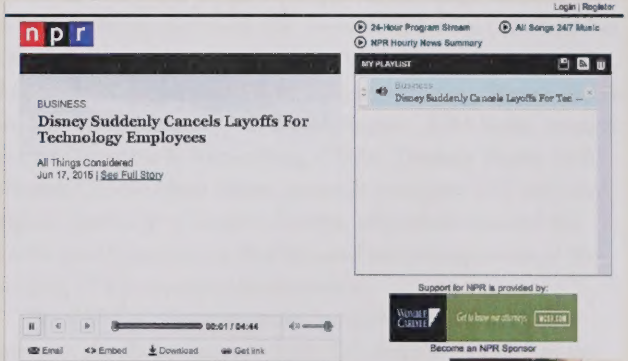


Log on to www.idgcentral.com to vote on this week's question:

Will you travel to another country on vacation this year?

CLICK HERE

Computerworld editor on NPR



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Business

Redesigned $10 Bill To Feature Female Face,
FCC Fines AT&T For False Data Plan Promises

Computerworld Senior Editor Pat Thibodeau, who recently earned an IDG Enterprise award for his ongoing coverage of the hot-button H-1B visa issue, was interviewed this week by National Public Radio about Disney's decision to cancel layoffs for tech employees who were to be replaced by foreign workers. Listen here.

IDC's Vienna CIO Summit 2015 draws CIOs from around Europe

More than 130 CIOs gathered in Vienna, Austria, at the end of April to immerse themselves in a two-day whirlpool of networking, one-on-one meetings, small group talks, keynotes and panel discussions at IDC's Vienna CIO Summit 2015.

CIOs from large companies and government organizations, together with IDC analysts, ICT vendors and business gurus, brainstormed about how to embrace the digital forces that are currently reshaping industry and disrupting old models — including the Internet of Things, big data, cloud and mobility. Moreover, the IDC flagship event introduced a variety of considerations for navigating the maze of options, possibilities, and barriers to creating an effective strategy for digital transformation. Various sessions and speakers explored who is best placed to lead this transformation — the chief information officer, innovation officer or digital officer?

To thrive in the next three to five years, when technology will enable new business models, organizations must be "digital transformers," said IDC Executive VP, Worldwide Research Products & Chief Research Officer **Crawford Del Prete**, one of the summit's two keynote speakers. Yet surveys and in-depth discussions with C-level leaders reveal that most organizations are still "digital explorers," he noted. Del Prete called this good news, as it allows time to develop a concerted transformation strategy and an action plan for taking a digital leap forward. Breaking down the current IT and business environment into key components, Del Prete noted that the digital transformation starts with the recognition that a thriving businesses environment now depends on 3rd Platform technologies.

With all the technologies to evaluate, implement and manage, it is understandable that a CIO may lose sight of the fact that any transformation, including digital transformation, is a change carried out with people and through people. For this reason, a transformative endeavor has to start with people and address typical human behaviors and reactions to change, noted Eddie Obeng, business thinker and professor at Henley Business School in Oxfordshire, U.K., who engaged the audience with his interactive presentation outlining steps to address the human side of change.

IDC CIO Summit

***Joe Pucciarelli**, IDC group vice president and IT executive advisor (right), moderates a panel at this month's CIO Summit. Panelists included (l-r): Mikael Munck, CIO, Saxobank; Patricia Florissi, VP, Global CTO for Sales, Distinguished Engineer, EMC; Andreas Herne, VP for Service Management, Skanska AB; and Marcus Frantz, CIO & SVP, OMV.*

*IDC Executive VP, Worldwide Research Products & Chief Research Officer **Crawford Del Prete** said organizations must be "digital transformers" in order to thrive in the next three to five years.*

All told, the IDC CIO Summit 2015 hosted more than 250 people — CIOs, partner representatives and IDC staff — from 30 countries around Central and Eastern Europe, mostly top decision makers from the biggest companies and organizations in the region. Along with both IDC keynote speakers Crawford Del Prete and **Joseph Pucciarelli**, group VP & IT executive advisor, additional IDC experts and lead analysts including **Steven Frantzen**, SVP, EMEA Region, MD CEMA Region; **John Gole**, research director, Telecoms & Networking, CEMA; **Thomas Vavra**, AVP, Software, CEMA; **Mark Yates**, research manager, IDC Verticals/Insights, Central and Eastern Europe; and others steered the summit panel discussions that focused on making sense of the changing IT and business environment.

The CEE CIO Summit was organized by an IDC regional team with significant support from IDC Austria. The IDC event execution team included **Dana Vanickova**, conference director; **Terry Mattheoyianni**, **Veronika Zabot** and **Kerstin Mueller**, conference managers; **Ewa Lis-Jeżak**, senior marketing manager; **Zoltan Komaromi**, co-head of research; **Tom Schwieters**, sales & marketing VP & CIO Summit producer; **Jan Siroky**, VP & regional managing director; and other IDC country managers and dedicated conference personnel from the region.

For more information, contact Ewa Lis-Jeżak. ■

OneonOne

Vanessa Thompson

IDC

The research director for Enterprise Social Networks and Collaborative Technologies is this week's columnist. Reach her at vthompson@idc.com.

> "Organizations — particularly those at the enterprise scale — need to start meeting users where they want to work, interact, and transact."

Q What kinds of technologies do you cover in your scope of research?

A I look at technology that connects people to people to information. From a functional application perspective that includes email, conferencing, team collaboration, file sync and share and enterprise social networks. I also contribute to the Unified Communications program, a cross-functional team of IDC analysts that provides a holistic view of how voice, messaging, collaboration and video applications integrate and intersect. I also recently launched a Special Intelligence Service program called Social View that looks at the gap between expectations of decision makers and users in customer, employee, partner and supplier experiences. The initial survey overview document has just recently published.

Q What's the value of this segment of the market, and what is its projected growth?

A In 2014, worldwide collaborative applications accounted for $12.2 billion dollars, and IDC expects that to grow to $19.6 billion at a CAGR of 9.9%. Collaborative applications is one of the fastest growing markets when it comes to public cloud. Almost all of the file sync and share market is public cloud, and conferencing is following closely behind. An increasing number of enterprise social networks are transitioning to cloud. and nearly all new online communities are born in the cloud. This creates a two-speed view of the market where second platform solutions will remain, maintaining existing investment and be used alongside newer cloud-based solutions.

Q Which new technologies — current or soon to be in the market — do you think are particularly impressive?

A Solutions that enable people to connect, collaborate and ultimately become more productive are becoming increasingly simple but at the same time more complex. Building simplicity into a product that has a high degree of workflow as well as connectivity into other applications is driving the complexity. As a result, fewer people are using those enterprise-developed tools and are turning to technologies originally intended for consumers. Solutions like Slack and Cotap are solving very basic user problems in a simplistic manner. We can expect more of these solutions to support enterprise work in the future.

Q What was the purpose of IDC's recent Experiences Survey, and what are a few of the key findings?

A IDC has witnessed "experiences" coming together around five core components: customer experience, workforce, commerce, business networks and innovation (products and services) to create a broader change across businesses and business models. Each initiative holds a series of workflow impacts from both a user process and a technology perspective, but the compelling insight is how these initiatives interact and interoperate to create a broader change.

The survey highlights some of the core elements that go into creating and delivering experiences across customers, employees, partners and suppliers. The survey looks at the impact on prescribed business processes, corporate strategy, business specific impacts and perceived challenges.

One of the key findings is that more and more employees, customers, partners and suppliers are becoming empowered to use applications and systems beyond the ways they were initially prescribed. This means that those individuals will have more control over how work gets done and ultimately how they interact to deliver a business outcome or output. This is a fundamental shift in the way we have previously thought about delivering systems that connect people to people to information.

For example, in a successful shopping experience, a store doesn't instruct you how to interact with it; it finds you where you want to transact, whether that be online, on a mobile device, or in a store, and makes the transaction happen there. Similarly, organizations — particularly those at the enterprise scale — need to start meeting users where they want to work, interact and transact.

Q What trends are you seeing for more traditional forms of collaboration (email, conferencing, team collaboration)?

A The overarching theme is convergence. We have quickly seen features and functions be absorbed into existing solutions and the suites (like Office 365 and Google for Work) gain increasing functionality. Over time, many of the horizontal collaboration (including real-time) functions will be built into the browser or the OS. Automated assist tools like Google Now and

continued on page 7

IDG Sweden's M3 offers marketers turnkey video solution for product launches

Since February, IDG Sweden's M3 — the country's largest consumer electronics publication — has been offering marketers an opportunity to reach customers via a turnkey video ad solution displayed in a dedicated section of the publication's site called M3 Showroom. With nine programs sold to date — and the first customer, Huawei, currently booking its second video — the team has decided to roll out an extension to the product. M3 Showroom Live #IFA aims to capitalize on the anticipated flurry of product announcements that will take place during IFA, Europe's largest home electronics trade show to be held Sept. 4-9 in Berlin.

A collaboration between staff at M3 and IDG [Sweden] Content & Marketing Services, the M3 Showroom offering includes the development of a script in consultation with the client, recording of the video in IDG Sweden's studio, a reporter who leads a client spokesperson through the presentation and post-production editing. Each video runs between five and 10 minutes and will be posted to the M3 Showroom for 12 months.

The video receives ongoing exposure on M3's home page as well as various article pages on the site and can be linked to the client's landing page for further information.

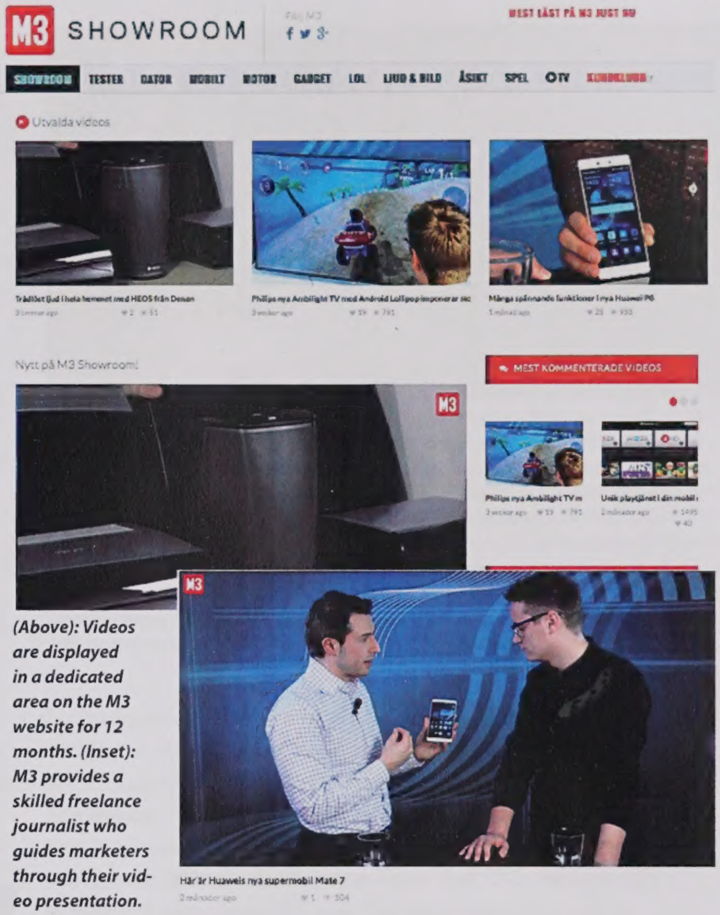
The new Live #IFA offering, which is generating a good deal of interest among marketers and PR professionals, follows the same general outline, but the videos will be recorded at the clients' booths during IFA, explained **Jesper Landèn**, publishing director, B2C, IDG Sweden.

"The new #IFA offering gives companies that are introducing products at the show an opportunity to demonstrate the unique features of their new products, services or solutions in a video format that will be showcased for at least two weeks in a special IFA section on the M3 site. After that, the videos will move to the M3 Showroom for the remainder of the 12 months," Landèn explained.

M3 is selling two packages for IFA:

Product presentation: Presentation of one or more specific products. The package includes a preparatory meeting, on-site filming and video editing. The finished video will run approximately three minutes and the cost is 49,000 SEK (US$6,000).

Booth: Full booth and product coverage to give the reader the complete experience of a client's booth. Up to six products can be presented. The approximately 15-minute video will be edited into smaller segments that can be used in combination or individually. The package includes up to two preparatory meetings, filming on site, as well as editing at the IFA trade show. It is selling for 189,000 SEK ($23,000).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SPEL
TV
KUNDKLUBB
Utvalda videos
Trådlöst ljud i hela hemmet med HEOS från Denon
Philips nya Ambilight TV med Android Lollipop imponerar sto
Många spännande funktioner i nya Huawei P8
Nytt på M3 Showroom!
MEST KOMMENTERADE VIDEOS
M3
Philips nya Ambilight TV m
Unik playtjänst i din mobil
Här är Huaweis nya supermobil Mate 7

(Above): Videos are displayed in a dedicated area on the M3 website for 12 months. (Inset): M3 provides a skilled freelance journalist who guides marketers through their video presentation.

"In the beginning of September there will be an unmitigated focus on gadgets at M3, PC för Alla and MacWorld. The traffic on the sites skyrockets, and the entire Swedish gadget world will follow the reports about new product launches at the largest home electronics trade show in Europe," said **Mikael Lindkvist,** editor-in-chief at M3.se. "M3's coverage of the trade show will give readers a complete picture of both what the trade show looks like and the presented products.

"M3's readers crave the full picture, what's hot, and what's coming up. They are early adopters, wanting to be first with the latest — that's why it is so important that we have a strong editorial coverage of the gadget trade shows in general, and of the IFA trade show in particular," he said.

For more information, contact Jesper Landèn at or Mikael Lindkvist. ■

IDG Global Media Institute explores strategic issues, creates connections

Seated (l-r): ***Xiang Huang****, VP, IDG China;* ***Mirja Wagner****, director, Database Operations, IDG Germany;* ***Deb Begreen****, senior director, events, U.S. Media;* ***Joe Howard****, VP, IT Systems, IDC,* ***Thomas Alexander****, VP, Engineering, U.S. Media;* ***Ellen Fanning****, Computerworld editor, U.S. Media. (Standing, l-r):* ***Matt Egan****, editor-in-chief, TechMedia, IDG U.K.;* ***Christian Drake****, commercial director, International Sales, IDG Global Solutions;* ***Luc Borg****, publishing director, IDG U.K.;* ***Kathy Nagamine****, VP, Business and Market Development, IDC;* ***Josh London****, chief marketing officer, IDG Communications;* ***Julie Ekstrom****, SVP, Business and Revenue Development, U.S. Media;* ***Robert van Loon****, managing director, IDG Netherlands;* ***Debra Becker****, senior director, Event Marketing, U.S. Media;* ***Jason Cunliffe****, VP, Custom Solutions, Thought Leadership and Sales Enablement; IDC;* ***Jon Regan****, VP, Marketing, CIO Executive Council.*

Managers from nine business units around the world gathered in Boston recently for the IDG Global Media Institute, a four-day training program designed to help key leaders learn more about various facets of the company and explore strategic issues and leadership challenges.

Business unit presidents and other senior leaders spoke to the group about key areas of the business including editorial (developing new editorial skill sets), events (creating new sponsorship opportunities) programmatic advertising and demand generation, and alliance marketing (finding sales opportunities within the marketing programs IDG customers have with their own partners). There were also overviews of IDG Ventures, IDC, IDG Strategic Marketing Services and the CIO Executive Council (CEC).

IDG U.S. Media CEO **Pete Longo** spoke about future trends of digital, including ad networks and the growing problem of bot traffic on websites. The three elements advertisers most want from publishers are private marketplaces, where they can have a direct programmatic relationship; guaranteed inventory; and human (non-bot) traffic, he said. Longo gave an overview of IDG.tv, relaunched in March as a premium, curated video destination that showcases content from IDG's global network of tech sites as well as select partner sites. "Advertisers want scale in video," he emphasized.

IDG Communications Worldwide CEO **Michael Friedenberg** spoke on a variety of topics, telling the group "It's important to ask ourselves what kind of business we are in today and what business we will be in tomorrow." He stressed the importance of developing more below-the-line revenue from demand generation, marketing services and data services, noting this type of revenue surpassed above-the-line revenue in the U.S. in 2014.

GMI participant ***Matt Egan****, editor-in-chief, TechMedia, IDG U.K, and guest speakers* ***Elizabeth Heichler****, VP/Editorial Director, IDG News Service and* ***John Gallant****, chief content officer, IDG U.S. Media, shared thoughts on the current state of tech journalism during a discussion of editorial trends.*

"The GMI gave me a better understanding of how IDG works from an overall business perspective and how I can further integrate the CEC into some of the lines of businesses and different countries in the IDG portfolio," said CIO Executive Council VP/Marketing **Jon Regan**. "There are opportunities to pass on leads, make new business and networking introductions. The other major eye opener for me was the great vision that IDG Ventures has in terms of harnessing IDC and IDG expertise to benefit its investment clients and its performance as a VC."

SVP/GM IDG Research Services **Janet King** and Peter Kotsonis, principal of Storyline LLC, talked about the IDG Mobile Moments Research Initiative, which is designed to better understand the mobile viewing habits of 20 tech enthusiasts and tech professionals. The themes from those in-depth, in-person conversations, along with 3,000 verbatim quotes, were posted on storyboards around the room. "These are breadcrumbs to the 'trusted advisor' status IDG wants," King said. "Read them and think 'what does this mean for us?'" A second phase of the research, a larger-scale quantitative assessment, is under way.

"One of the big takeaways I had from the GMI experience, aside from making a great set of new colleagues and friends, was that there are so many ways to "connect the dots" between IDC and IDG to create value for the company

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noteworthypeople

Promotions

Barber

IDG News Service Multimedia Correspondent and Video Content Manager **Nick Barber** has been promoted to director, Online Video. "This is in recognition of the greatly increased scope of his responsibilities since he joined eight years ago," said **Elizabeth Heichler**, IDGNS VP and editorial director. "He is doing a terrific job keeping our video efforts organized, managing collaboration with IDG.tv and pushing forward new ideas to help keep IDGNS's video efforts in the forefront at IDG worldwide. The content he, [Video Journalist] **Melissa Aparicio** and [Senior Correspondent] **Martyn Williams** are creating is first-rate and an increasingly important component to our offerings to IDG publishing units around the world." nick_barber@idg.com

New employees

Lee

Georgina Lee joins **IDG Korea** as an account manager. Previously an analyst for financial companies, she holds a B.A. in economics and an M.A. in finance engineering from Seoul Women's University. In her free time she enjoys yoga, art history and outdoor activities. georgina_lee@idg.co.kr

Au

IDG WORLD UPDATE

New at **IDG Consumer & SMB** is Build and Release Engineer **Kelley Au**. He was previously a release engineer with the mobile-payment firm Boku. He earned a B.S. in information systems at San Francisco State University. "I like to travel," he said, "and usually take an international trip every year. This year I'm going to Vancouver and Seattle; last year I went to China and Hong Kong." kau@idgcommunications.com

Schaller

Previously director of Oracle's IT Strategy Consulting Services for the Middle East and Africa, **Olivier Schaller** joins **IDC Middle East, Turkey and Africa**'s Dubai, UAE office as associate VP, IT Executive Programs. He earned an M.A. in communications systems from France's Institut Eurécom and an executive MBA from the U.K.'s London School of Business and Management. Away from his desk he enjoys skiing, sailing and camping trips with his children. oschaller@idc.com

Bahadar

Also new at **IDC META** is Office Assistant **Inamullah Bahadar**, coming from White Danah where he worked as an office administrator. He holds a B.A. from Abdul Wali Khan University in Mardan, Pakistan, and enjoys reading history books. ibahadar@idc.com

Rachel Kusz is the new office administrator with the **IDG Technical Services Group**; she will also be assisting the tax and finance teams. A recent graduate of Bridgewater (Mass.) State University, where she was captain of the conference champion women's basketball team, she holds a B.S. in management with a minor in accounting and finance. rachel_kusz@idg.com

How to change your IDG Central password

To change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered, click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

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GMI

*CIO Executive Council VP/Marketing **Jon Regan** and IDG U.K. Publishing Director **Luc Borg** scan the verbatims gleaned from the Mobile Moments survey.*

overall," said **Jason Cunliffe**, VP, Custom Solutions, Thought Leadership and Sales Enablement at IDC.

Staff from IDG's Human Resources and training and development teams, who organized GMI, led workshops on developing and nurturing talent and conducted a brainstorming session on IDG's strengths, weaknesses, opportunities and threats faced in the market.

"All areas of my business will benefit from what I learned," said IDG U.K. Publishing Director **Luc Borg**, "including commercial, which is seeing an increased focus on mobile, video and alliance marketing; and editorial, where we will be experimenting with new and innovative audience development techniques. I also got a lot of good information that will help me ensure that all members of the IDG U.K. Enterprise team receive the training and support they require to compete confidently in a rapidly changing marketplace against a new competitive set."

Participants worked in groups on a case study to develop a business proposal for a new growth opportunity at IDG using some of the themes and information that arose from the meeting.

They presented their proposals to a mock board of directors that included IDG Enterprise SVP/COO **Matt Smith**, IDG Global Solutions VP/Americas **Andrea D'Amato** and IDC CIO **Mitchell Rose**.

Write to IDG Training and HR Project Specialist Carolyn Yanuskiewicz. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Andrew Sambrook *IDG List Services*

20
Simon Jary *IDG U.K.*

17
Lance Castonguay *IDG Corporate Services Group*

16
Chris Lin *U.S. Media*
Joanne Tilson *IDG Global Solutions*

11
Donna Burch *IDC Canada*
Pavel Roland *IDC CEMA*
Robert Fleming *IDC*

9
Abigail Swaby *IDG Australia*

8
Tomas Watz *IDG Sweden*

5
Kate Davis *U.S. Media*
Matt Mikaelian *IDG Global Solutions*
Kathryn Magilligan *IDC*
Jennifer O'Brien *IDG Australia*
Cate Bacon *IDG Austrailia*

3
Ujwal Trivedi *U.S. Media*
Shelby Phillipo *IDG List Services*

2
Darren Higham *IDG U.K.*

1
Dianne Anderson *U.S. Media*
Sandra Greenberg *U.S. Media*
Dina Roman *U.S. Media*
Jamie Snowdon *IDC U.K.*
Tracey Rauhala *IDG Human Resources*
Steve Vaughan *IDG Strategic Marketing Services*
Thomas Barrieau *IDC*
David Kaz *IDC*
Yilu Yao *IDC*

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One on one

Microsoft Cortana, are quickly coming to the aid of collaboration, and we will only see more progress there.

In conferencing, WebRTC capabilities are being added so real-time communication can happen over a browser without a plugin. Online communities are growing significantly and becoming an increasingly used solution for service, support and marketing and taking the place of existing call center services. One example is AT&T's social platform that includes an online community that resolved 21,000 customer issues in one year and saw a 16% lift in call deflections month-over-month in 2014.

Q Your IDC career started in Australia and you're now based in California. Why the change?

A I joined IDC Australia while I was still living and working in New Zealand. Moving to a new country for a job was a whirlwind but definitely worth it! I got to learn how to be an analyst at the same time as exploring a new city and country. When the opportunity came up on the worldwide software team, I jumped at the chance. Having been a consumer of analyst research in my roles prior to IDC I knew that I would have much more influence and impact on organizations on the worldwide team. It was relatively straightforward transitioning to the U.S. as I wasn't tied to Australia having packed up life from New Zealand the year prior.

If you get the opportunity to move through the company, especially into another region, I suggest you do it. It was certainly worth it for me. ■

IDC Canada employees embrace the Rat Race on behalf of the United Way

Competing this month in the Scotiabank Rat Race for the United Way was IDC Canada's Unwearables team, which included (l-r): ***Lars Goransson, Steve Yang, Andrea Loziuk, George Bulat, Malcolm D'Souza, Ed Daugavietis*** *and* ***Kevin Lonergan.***

Earlier this month, seven IDC Canada employees took part in the Scotiabank Rat Race for United Way, marking the unofficial kick-off of the business unit's annual fund raising campaign on behalf of the charity.

"The team did a fantastic job in the 5-km race and raised an amazing C$1,515 (US$1,231) for our United Way campaign," said **Barbara Hall**, director of marketing and operations for IDC Canada, who also heads up a small team that manages the company's annual United Way fund raising campaign.

Members of IDC's "The Unwearables" team included **Steve Yang**, senior analyst, communications and mobility, who finished 35th overall; Group VP & General Manager **Lars Goransson**, who finished 113th place overall; **Ed Daugavietis**, consulting manager, Telecommunications; **Andrea Loziuk**, marketing and client liaison specialist; **George Bulat**, research director, Client Hardware; **Malcolm D'Souza**, intern; and **Kevin Lonergan**, analyst, Infrastructure Solutions.

IDC Canada, which has approximately 60 employees, has been an active supporter of the United Way for the past 20 years, Hall said. "Last year we raised more than C$74,000, which included C$43,420 in employee donations, C$3,226 in special event donations and an IDC Canada corporate match of C$27,400. This was a 9.8% increase over what we raised in 2013.

"We're hoping to have another successful campaign in 2015, and the donations from this race put us in a great starting position to do so," Hall said. "Giving back to the community is one way that IDC Canada is making itself a great place to work." ■

unsunghero

Bheban Kewalram

Office Manager

IDC Middle East, Turkey and Africa

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Bheban Kewalram *IDC META*
Jyoti Lalchandani *IDC META*
Jesper Landén *IDG Sweden*
Jan Siroky *IDC CEMA*
Vanessa Thompson *IDC*

*IDC Middle East, Turkey and Africa Group VP and Regional Managing Director **Jyoti Lalchandani** named Office Manager **Bheban Kewalram** his team's Unsung Hero. "One of Bheban's incredible abilities is to think out of the box," he said. "She often comes up with workable solutions to every problem she encounters. Over the years, Bheban's role has expanded beyond the traditional office management function and now includes management of complex travel arrangements for participating CIOs for IDC's CIO Summit series across the MEA region. Her achievements in this area are a source of pride and inspiration to all of us."*

Home
Dubai, United Arab Emirates

Primary job responsibilities
I lead the administrative functions for IDC META and support the Conferences team for C-level events across the region. My role involves managing cost-efficient travel in the META region without compromising on quality. Over the years my role has evolved to include office set-up and support in the META region, including project and event support, negotiating with a variety of travel service providers and streamlining internal travel processes. I also manage several crucial external relationships including the Dubai Technology & Media Free Zone Authority (TECOM). One-hundred percent of our Dubai staff of 63 is ex-pats, so ensuring that their UAE employment visas are up-to-date is key, and TECOM is the governing body related to work and visa issues. I check up on TECOM requirements to ensure IDC is fully compliant at all times so that we avoid heavy fines. The UAE has laws that evolve quickly, and there is a system of blacklisting companies that are non-compliant, so keeping IDC off that list is a big priority.

Three things I do in a day's work
- Review outstanding TECOM-related work and resolve issues.
- Plan and organize support for C-level conferences in the region.
- Connect with regional administrative staffs to ensure smooth daily operations.

*Office Manager **Bheban Kewalram** joined IDC Middle East Turkey and Africa in 2004.*

What I love most about my job
I enjoy taking a stab at new projects that come my way. I love the fast-paced environment that we work in.

Career highlight
I worked on the Arab Women's Summit in Rabat, Morocco, where I met and had discussions with delegates from the United Nations, the World Bank and the Center of Arab Woman for Training and Research, among many others.

What I'm doing to be a better employee
I'm currently evaluating options to further my education.

Interests outside the office
When I'm not at work, I keep myself updated with trending topics and stock market prices. I enjoy yoga and a good game of chess.

What others can't tell just by looking at me
I enjoy painting.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDG World Update

EMPLOYEE NEWS AND INFORMATION
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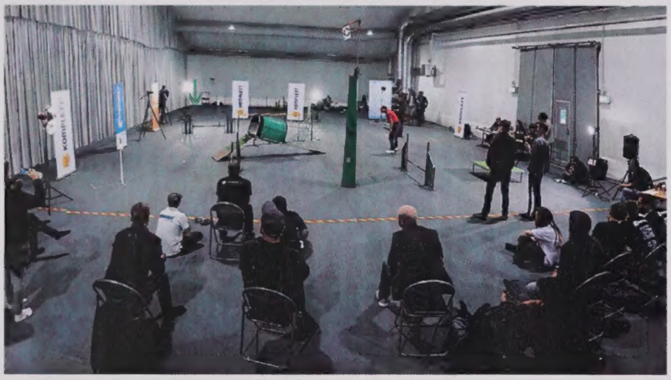
ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

IDG Sweden puts drone pilots to the test in inaugural competition



Twelve M3 readers were selected to compete in the sponsor-supported event held last month at a facility north of Stockholm. It was IDG Sweden's first consumer event, and the reviews were positive.

SEE MORE ON PAGE 4

Also inside

- IDG sells Swiss subsidiary to German publisher
- Lynda.com online training available to all employees
- One on One: Mark Walker, IDC, sub-Saharan Africa
- IDG Australia's security webcast draws significant views

Don't miss out!

Fill out the IDG Employee Communications Survey and be entered to win a pair of Beats headphones.

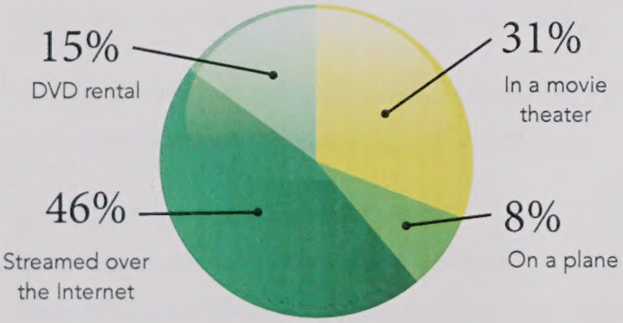
CLICK HERE

Unsung Hero: Becky Bogart of IDG Enterprise is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Where/how did you watch the last movie you saw?



Log on to www.idgcentral.com to vote on this week's question:

How quickly do you open and read incoming email at work?

CLICK HERE

Covering North Korea

IDG News Service Senior Correspondent Martyn Williams (center) sat on a panel at last month's Asian American Journalists Association's N3CON conference in Seoul, South Korea, with Ted Anthony, Associated Press director of Asia-Pacific news (right) and Kim Kwang-tae, Yonhap, News Blue House correspondent (left). The three discussed the challenges of covering one of the most closed and unpredictable nations in the world. More than 150 journalists participated in the conference.

IDG sells Swiss business unit to Germany-based Ebner Publishing

Earlier this month, IDG entered into an equity deal with Ebner Publishing, a family-owned trade and special interest media company in Germany, to sell the assets of IDG Switzerland. Employee contracts have been transferred to Ebner, which will evaluate how PCtipp and Computerworld fit into their portfolio.

"I want to thank all of the IDG Switzerland employees for their loyalty throughout the years and the incredible value they delivered," said IDG Communications CEO **Michael Friedenberg**. "I am extremely happy that IDG Switzerland has found a great home in Ebner Publishing, which has a strong base of operation in southern Germany, Austria and Switzerland. Given that Ebner specializes and still excels in print, we felt that IDG Switzerland's product portfolio is a better fit for a publishing company that still is focused on print while IDG sets its strategy on being a global tech media, data and services company." ■

Daily IT industry news summary available on IDG Central

The daily news summary is produced by IDG Corporate Marketing and provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry. You can read the News Summary on IDG Central's Press Summary section or request to be added to the distribution list by contacting Colleen Barry. Recent items include:

5 experiments in storytelling from Mashable
(Journalism.co.uk)

Why Apple may be a less scary publishing partner than Facebook
(The Wall Street Journal)

Publishers' latest thinking on mobile ad placement (Digiday)

Huffington Post Launches 'Outspeak' Digital Video Network with BroadbandTV (Variety)

Facebook's experiment to publish news articles has gotten awfully quiet — three weeks after everyone was freaking out about it
(Business Insider)

One year in, Slate draws 9,000 paying subscribers (Digiday)

CNN Unveils New Studio to Produce Content for Advertisers
(The Wall Street Journal)

Journal to roll out paid mobile app (Capital)

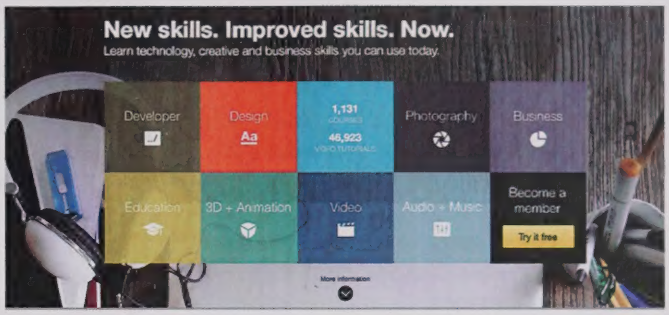
Mobile Video Soars, But Ad Dollars Lag (MediaPost)

Facebook's charm offensive with publishers will lead to more media-owner adtech alliances, predicts AppNexus boss (The Drum)

New approaches to video from four digital leaders
(Media Briefing)

IDC partners with Huawei to launch the 'Ultra-Broadband Summit 2015 (IDC press release)

Lynda.com online training available at no cost to employees worldwide


New skills. Improved skills. Now.

Learn technology, creative and business skills you can use today.

With an increasing number of employees needing to master an increasing variety of technical tools, IDG's Training and Development team reminds everyone that free, online technical training is available worldwide through lynda.com.

The lynda.com online training library currently comprises more than 20,000 Quicktime movies on 320 different topics, including Microsoft Office, Adobe Photoshop, Flash, Dreamweaver, HTML, CSS, Illustrator, video editing, podcasting, blogging and much more. Classes range in length of time from half an hour to 14 hours.

In 2014, "we averaged about 25 users per month," said Training and Development Coordinator **Jordan Nuerminger**, who said some of the most popular courses include Photoshop CC Essential Training, Excel 2010 Essential Training, Illustrator CC Essential Training and Marketing Tips.

"The best thing about Lynda.com courses is that they are easily viewable anywhere," said **Chamanpreet Kahlon**, a data analyst at IDG Connect in the U.K. and a frequent user. "I work on these courses an hour at work and at home, where I can sit and complete them at my own convenience."

Kahlon, who spent her first five years at IDG at IDG Global Solutions and transferred to IDG Connect last year, said she has used Lynda.com for a variety of training. "I am using PowerPoint more frequently as part of my job, for which Lynda.com came in handy. More recently I have used Lynda.com to increase my data warehouse knowledge as I was going back to using SQL after a six-year break."

IDG Enterprise Marketing Designer **Stephanie Brockway**, another power user, said her course history lists 38 courses. "That's a bit misleading, because I rarely watch a course from start to finish," she said, adding that she tends to use the courses for learning software tips and tricks, both with new software such as After Effects and software she's been using for many years such as Adobe Illustrator. "My most recent classes have been motion graphics-related," she said.

Brockway said she especially likes the "Creative Inspirations" and "The Creative Spark" video series. "The videos feature artists — graphic designers, illustrators, photographers and so on — showing and discussing their work and their lives. I find these to be really helpful when I need a little creative boost — sometimes a little inspiration goes a long way!"

Employees wishing to use Lynda.com will be assigned a license that gives them unlimited access to the library for a two-week period. To learn more and view some sample movies, visit www.lynda.com.

To request a license, contact Jordan Nuerminger. ■

OneonOne

Mark Walker

IDC in sub-Saharan Africa

The associate VP for IDC in sub-Saharan Africa is this week's columnist. Reach him at mwalker@idc.com.

IDC in sub-Saharan Africa

IDC South Africa
Location: Johannesburg
Established: Subsidiary opened in 2007, prior representation was via a licensee since 1996.
Employees: 14
Coverage: South Africa, Namibia, Botswana, Mozambique, Angola, Zambia and Zimbabwe

IDC East Africa
Location: Nairobi, Kenya
Established: 2005
Employees: 7
Coverage: Kenya, Uganda, Tanzania and Ethiopia

IDC West Africa
Location: Lagos, Nigeria
Established: 2010
Employees: 6
Coverage: Nigeria and Ghana

Q What's your scope of work?

A My role is to expand IDC's market influence to grow business across the sub-Saharan Africa (SSA) region. This includes custom vendor and end user consulting programs, research and tracker services and IDC's event products. Geographically this encompasses South, East and West Africa focused mostly on the Anglophone and Lusophone [Portuguese-speaking] countries. Typically, much of my time is spent positioning IDC services to technology vendors, telcos and to CIOs at end-user organizations and government agencies. I am also involved in various consulting projects and the operational management of the regional operations. I am based in South Africa.

Q What's the state of the tech sector in your region and its potential for growth?

A Africa is always associated with opportunity and high rates of growth, and this is true with regional 2014-19 CAGR expected to reach 7.1% for South Africa, Nigeria and Kenya combined. The reality is that opportunity differs by region and circumstances. South Africa had year-on-year growth in 2014-15 of 4.1%, contrasting with Nigeria at close to 13% due to maturity, political and commercial considerations. South Africa is a mature technology market characterized by high levels of competition that force tech vendors and telcos to consolidate, drive efficiency and expand into new segments such as the SME sector to realize growth expectations. Meanwhile the high-growth Kenyan market is characterized by rapid rollout of communication infrastructure and strong innovation in mobility and e-payments arenas. Nigeria has rolled out three Tier 3 datacenters in the last 12 months and is aggressively applying social and mobile technologies in campaigns such as #BringBackOurGirls and using social platforms to extend customer relationships in the banking sector.

A mixed bag is seen in the ICT policy and regulatory environment with countries like Tanzania and Rwanda having well-established national policies while South Africa only commenced developing a national policy in 2012 and is still not complete. GRC [Governance, Risk and Compliance] requirements are now an integral part of doing business in Africa and a strong driver of technology adoption and implementation in government and commercial sectors.

The African market must be understood as a collection of widely divergent markets, each with unique drivers and characteristics to be harnessed for success.

Q What are the challenges to compiling accurate information about the tech industry in the region?

A Fortunately IDC, through strong local presence via our offices in Johannesburg, Nairobi and Lagos, is able to leverage deep relationships between analysts, consultants and tech industry representatives across the region to obtain first-hand data and insights that are not commonly available. Coupled with strong global methodology, IDC SSA develops robust data models, trackers and consulting perspectives that are world class in terms of quality and value. A rapidly changing environment means we focus heavily on working with CIOs and IT managers to understand their technology preferences and buying intentions and then incorporate these insights into data obtained from distribution channel partners, system integrators, telcos and technology vendors to build a comprehensive view of each unique market.

Q How has IDC's investment in its SSA operations grown over the years?

A In 1995 IDC was represented by a single agency covering South Africa with limited coverage of East Africa. Today the sub-Saharan region has evolved to more than 20 full-time staff in Nigeria, Kenya and South Africa. IDC's tracker coverage includes regular data for more than 18 countries over multiple technology formats. IDC has researched vertical markets in almost all sub-Saharan countries in the last three years alone. A dedicated Africa-specific CIS is published, and IDC SSA has excellent working relationships with IDC EMEA, AP and the U.S. and looks forward to increasing collaboration with Australia/New Zealand and Latin America.

Q What have you learned?

A Africa is not a single country, and it is geographically huge! There are 54 different countries, more than 30 major languages and over 110 cultural identities in the region. This means that local knowledge and relationships are essential if a representative picture of the African technology ecosystem is to be rendered. To fly

continued on page 7

IDG Sweden drone competition targets M3's consumer audience

IDG Sweden's first event for the consumer market soared to success last month leaving a trail of happy participants, sponsors and staff in its wake. The first-ever Swedish National Drone Championship took place on Saturday, May 30, at a dog-training facility in Upplands Vasby, about 25 kilometers north of Stockholm.

"I have been involved in dog-agility competitions for many years, and I thought that it would be easier to use their obstacles rather than try to create our own," explained **Anna Müller**, managing editor of M3, Sweden's largest consumer electronics publication.

Several months in the planning, the competition was the brainchild of Publishing Director **Fredrik Agren**, who received encouraging feedback from colleagues and customers, four of which — Conrad, Komplett, Coolstuff and Hobbex — signed on as sponsors.

Next the call for competitors went out. All would-be competitors were required to submit a brief video showcasing their drone-flying prowess. The 12 competitors were chosen by Müller, Agren and Editor-in-chief **Mikael Lindkvist**. There was no cost to enter the competition, but each of the 12 participants, who ranged in age from 18 to 44, was responsible for getting himself to the facility; some traveled nearly 500 kilometers (310 miles) for a shot at drone glory.

Each of the four sponsors selected one competitor to compete in its name. "Some of them took it very seriously and trained and coached their competitor as if it were a world championship of some kind," said Müller. "It was really entertaining and great to see!"

Each competitor was required to guide the same drone — supplied by one of the sponsors — over the course, which comprised about a dozen obstacles, in a race against the clock. The winner, 36-year-old Fredrik Thor, took home the prize of SEK 10,000 (US$1,193).

A total of 10 IDG Sweden staff members participated in the day-long event along with five videographers.

*(L-R): M3 Journalist **Martin Appel** and Web Editor **Andreas Thors** served as timers for the competition, while Publishing Director **Fredrik Agrén**, keeps a close eye on the drone's approach to the final obstacle.*

*A happy project manager, **Anna Müller**, reported the team was "very, very satisfied with IDG Sweden's very first consumer event."*

"The day was a huge success and we were very, very satisified with IDG's very first consumer event!" Müller said, adding that they are looking forward to an even bigger and better event next year.

For colleagues who might consider organizing a similar event, Müller had the following advice: "Everything takes at least twice as long as you think. Consider all the possible scenarios so you are prepared for anything that might come up. Be sure to include someone familiar with organizing competitions in the planning, and most important of all — have fun!"

> There was no cost to enter the competition, but each of the 12 participants, who ranged in age from 18 to 44, was responsible for getting himself to the facility; some traveled nearly 500 kilometers for a shot at drone glory.

To watch a video of the competition, click here. For more information, contact Anna Müller. ■

IDG Australia's mock-live security webcast draws significant C-level views across Asia/Pacific

A 30-minute webcast produced on behalf of Intel Security last month resulted in a happy client, a happy audience and a great outcome overall, according to **Barbara Simon**, IDG Enterprise Australia and New Zealand president and publisher. Thanks to careful planning, robust marketing — which included an assist from IDG Connect and IDG Direct — strict quality control, a little help from IDG India and thorough testing, the program resulted in a better than anticipated audience and a client eager to repeat the project.

Targeted at IT decision makers and influencers across Asia Pacific, the webcast sought to promote Intel Security as a regional thought leader. The webcast, which drew more than 150 registered viewers, appeared to be live but was actually prerecorded in March. Subsequent on-demand viewers brought the viewership total to more than 350.

Simon said there were several reasons the webcast — which was designed to build awareness of Intel Security's "Security Connected" platform of McAfee and third-party products that share real-time threat intelligence to keep data and networks safe — was pre-recorded and why her team wanted the perception of it being live.

"We wanted it pre-recorded and the questions scripted because we wanted this to be a true thought leadership piece," she said. "We wanted the panelists to have the opportunity of prepared answers to ensure there was a good flow of conversation and a professional outcome."

The panel, which was moderated by IDG Australia CIO Online Editor **Byron Connolly**, was made up of James Turner, senior security advisor from IBRS; Sean Duca, CTO of Intel Security and two CIO customers of Intel Security: Mark Mistal VP, IT operations with SPI Global in the Philippines and Raja Ukil, CIO of Wipro India. Panel content focused on security management, taking the security conversation to executives and attack-prevention strategies.

IDG Australia also wanted the look and feel of the video to resemble a CNN-style show. "We recorded it in studios, but it was all green-screened so we got a typical TV studio feel when we did the editing," Simon said. "The non-Australian participants were also pre-filmed against green screens, and editing made it appear that Connolly was cutting to them live. It was a seamless production because we could incorporate their footage against our studio backdrop." (To film Mistal in the Philippines, IDG Australia used a contract videographer, and IDG India stepped in to film Ukil.)

Key contributors to the Intel webcast were (l-r): IDG Enterprise Australia and New Zealand President and Publisher ***Barbara Simon****, IDG Australia CIO Online Editor* ***Byron Connolly****, Event Manager* ***Chanelle Tan****, Videographer* ***Ian Sharp*** *and IT Manager* ***Andrew Glassock****.*

Any elements that did not fit IDG Australia's plan were edited out. For instance, Simon said one CIO panelist answered one of the questions "too far off-topic and way to sales-y; had it been live it would have been a weak point of the content." The other reason for pre-recording was to control the quality of the final product. "Live is always a little dicey," she said. "Technical issues can creep in, and there is no opportunity for the panelists to reshoot an answer. We also wanted to be able to include information on screen with the main takeaways for viewers to think about. Mock-live was the safer way to go."

The video was marketed and presented twice as a live newscast on Intel's security suite, and the only elements that were scripted were the three topic areas and the questions that would be posed to panelists on the day of the filming. The panelists' answers were not scripted. (The webcast was aired at noon and at 6:00 p.m. to give viewers across the region's time zones opportunities to watch the broadcast when it was convenient.)

A week before the May airing, the IDG Australia team rehearsed the technical aspects of the broadcast. "Had we not had the rehearsal and trusted that Citrix GotoWebinar would do as they said it would, we would have had a disastrous broadcast," Simon said. Because they rehearsed the airing and had some external test iewers, IDG Australia realized that the platform's video and sound were not syncing. Within 24 hours, they found another platform, Intercall, that delivered a quality product.

The webcast was marketed for six weeks prior to its airing in several ways, all designed to draw a cross-section of the Asia-Pacific audience:

continued on page 6

IDG Sweden taps global colleagues for data-driven marketing event

*(L-R): IDG Strategic Marketing Services President **Charles Lee**, IDG Sweden VP, Marketing Services **Christofer Björkvall**, IDG Germany VP, Digital Media **Stefan Huegel** and IDG U.K. Chief Content Officer **Paul Trotter** lent their expertise to one of the panels.*

IDG colleagues from Sweden, the U.K., Germany and the U.S. joined forces to host close to 100 marketing decision makers and sales managers at a breakfast seminar focused on data-driven marketing and content marketing at IDG Sweden's Stockholm office last month. The free, one-hour event resulted in a number of follow-up meetings with potential new clients wanting to know how IDG could assist them in getting started with data-driven content marketing.

The seminar focused on "how data and knowledge about audiences can be used to gain better ROI in content marketing campaigns," said **Christofer Björkvall**, IDG Sweden VP, Marketing Services. "These are both extremely hot subjects right now as data collection and analysis are being used to craft better content marketing campaigns and form the basis for targeting the right individuals in those campaigns."

The seminar was moderated **Katarina Strömberg**, editor-in-chief of Internetworld Sweden with an agenda designed by Björkvall, IDG Sweden Program Manager, Content and Marketing Services **Kristian Larsson** and IDG Strategic Marketing Services President **Charles Lee**. As a speaker Lee also provided a global view on the current trends in content, native and data-driven marketing.

An international IDG panel composed of IDG U.K. Chief Content Officer **Paul Trotter**, IDG Germany VP, Digital Media **Stefan Huegel** and Björkvall discussed recent international developments in data-driven marketing with best practices and examples.

"Many of IDG Sweden's clients have an international role and work in multiple markets, so it was very valuable to get international marketing insights from other IDG colleagues," Björkvall said.

IDG Sweden's Business Developer **Britta Liljegren** and CTO **Henric Jogin** concluded the seminar with some hands-on tips on how marketers can start working with data-driven content marketing. According to Björkvall, seven new leads contacted IDG Sweden after the seminar to book meetings and continue the discussion.

Björkvall said IDG Sweden will be repeating the marketing seminar at least once a quarter. "The idea is to engage customers and experts, have them present their best practices on stage, combined with presentations around our own knowledge and solutions."

Contact Christofer Björkvall. ■

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Webcast

- Banner ads on the CIO and Computerworld Australia and New Zealand sites, as well as those sites' newsletter promotions.
- Banner ads on IDG TechNetwork traffic targeting IT managers and readers in India, Hong Kong, Singapore, Malaysia and the Philippines.
- IDG Connect and IDG Direct were commissioned to pre-register 50 attendees via telemarketing across Southeast Asia.

The more than 350 viewers to date "is an amazing outcome," Simon said. Forty-six percent of the viewers were from Australia/New Zealand; 25% were C- or director-level (which Simon called "unprecedented"); 53% had some involvement in the purchase process; and 74% of the attendees were from organizations of 250-plus.

WIPRO - India
RAJA UKIL | CHIEF INFORMATION OFFICER
Managing and transforming IT consulting

WIPRO CIO Raja Ukil was filmed in an Indian studio by a team from IDG India.

Simon said that a number of IT professionals will register for a webinar, knowing that they won't be able to tune into the live broadcast.

"They value the content and know their registration will mean the on-demand version will be made available to them to watch at their leisure," she said. "We sent out 'Thank you for attending' and 'Sorry you missed our broadcast' emails to those who attended and those who missed it; the latter also received a link to the on-demand version."

Simon said the webcast was successful with Asia-Pacific C-level viewers because content was targeted to them and featured a great lineup of speakers. Although the webcast was marketed to IT managers, "realistically we wanted to reach the premium decision makers and so content was key," she continued. "We set the guarantee and client expectation at IT managers but always aimed to deliver as far up the chain as possible." Intel Security, she said, was "very happy" with the number of Asia-Pacific-wide registrants and viewers.

Viewers had to provide business-card contact details when they registered, which they understood would be provided to Intel Security for lead-generation purposes. Intel Security also plans to use the webcast as an ongoing asset for the region.

Simon said, "We have a very happy client who is keen to engage us to run a similar program for them again, and I had multiple emails of thanks from attendees who found the content very valuable."

Contact Barbara Simon. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

37
Debbie Sobin *IDG*

35
Robin Robison *IDG*

20
Tony Olvet *IDC Canada*
Jeroen de Jager *IDG Netherlands*
Amie White *IDC*

19
Kath Marston *CIO Executive Council*

18
Alana Dros *IDG*

16
Paul Morrisette *IDC*

15
Christopher Chute *IDC*

12
Natalya Yezhkova *IDC*

11
Magdalena Szczodronska *IDG Poland*

7
Mira Perry *IDC Canada*
Patty Bu *IDC Canada*
Rainer Bachmaier *IDG Germany*
Abril Delgado *IDG Spain*
Maria Del Carme *IDG Spain*

6
Trever Cumming *U.S. Media*
Pedro Hagge *IDC Brazil*
Noris Medina *IDC*

4
Mark Yates *IDC CEMA*
Apolo Lopez *IDC Mexico*
Robin Clausen *CIO Executive Council*
Alyson Hughes *IDC*

2
David Janoff *IDC*

1
Alena Juklova *IDC CEMA*
Meric Tahan *IDC Turkey*
Jiri Vlasak *IDC CEMA*
Steffi Santos *IDC Mexico*
Jaime Kaufman *CIO Executive Council*
Andrea Schneider *CIO Executive Council*
Becky Burnham *IDG Research Services*
Elizabeth Corr *IDC*
Kyle Razzano *IDC*
Brady Ryan *IDC*

noteworthypeople

New employees

Rizzolino

Taylor Rizzolino joins **IDG TechNetwork** as an account coordinator. A recent graduate of St. Joseph's University in Philadelphia with a B.B.A in leadership, ethics and sustainability and a B.A. in English, she has worked as an online marketing intern at QVC and a public relations intern at Skai Blue Media. She enjoys travel, reading and "drinking black coffee." taylor_rizzolino@idgtechnet.com

Gill

Kalvinder Singh Gill joins **IDC Singapore**'s Asia Pacific Regional Events Sales team as an account executive. He has three years of experience in developing business strategies with Singapore firms, particularly start-up companies. A graduate of Australia's Royal Melbourne Institute of Technology with a degree in mass communications, he enjoys playing the bass guitar, mixed martial arts and supporting Chelsea FC. kgill@idc.com

Ben Chan is **IDC Malaysia**'s new country sales manager. He has previously worked as a research manager with Singapore market research firm Euromonitor International and business development manager at InsightAsia and Synovate/Ipsos. He graduated from the University of Western Australia in Perth with a degree in economics and marketing and enjoys motorsports and scuba diving. bchan@idc.com

IDC Indonesia has also hired **Karlina Saleh** as an account executive. She has two years of sales experience in telecommunications market research and is a graduate of Kuala Lumpur's HELP University with a degree in entrepreneurship. Away from the office she enjoys music, cooking and time spent with friends and family. ksaleh@idc.com

New with **IDC Indonesia**'s Client Devices team is Senior Market Analyst **Reza Haryo**. He was previously a commodities trader with Cargill, then joined Spire Indonesia as a banking and insurance industry consultant. He holds a B.A. in commerce and business marketing from HELP University and enjoys travel and playing indoor soccer. rharyo@idc.com

continued from page 3

One on one

from Cape Town to Cairo will take a minimum of 12 hours to cover 7,500 km (4,660 miles) — 35 hours if you get your routing wrong. Needless to say good planning, strong focus and discipline are key ingredients for success in Africa.

Q What are a few examples of IDC's accomplishments in the region over the past year?

A The 2015 West African CIO Summit was held in Lagos in May and attracted CIOs from various industries and from neighboring West African countries like Ghana and Benin Republic. Major consulting work was successfully completed for the Nigerian government, and IDC was commissioned to provide detailed market analysis for a number of global system integrators and consulting companies.

The annual East African CIO Summit continues to grow and plays an important role in both shaping and reflecting opinion across the East African region's evolving ICT sector. This year's edition will run under the theme 'Where IT Meets Business' and will drive home the importance of closely aligning IT and business. IDC East Africa has also successfully engaged with major government agencies for ICT sector development work and market expansion strategy for telcos in East Africa over the last two years.

The Southern Africa region delivered major go-to-market work for enterprise IT vendors and system integrators and recently executed the IDC CIO Summit with more than 130 CIOs in attendance over two days.

Q What does the future hold for IDC in SSA?

A IDC SSA will be focusing on helping the ICT suppliers with go-to-market strategy, market sizing and insights for key countries to help them position their products, evaluate growth opportunities and expansion strategies and evaluate partnership opportunities across Africa. From the CIO perspective, the IEP program is a key area of focus in supporting technology user organizations to achieve their goals. Traditional IT advisory companies are perceived to bring very little local knowledge to clients so minimal practical value is realized by clients of these services. IDC is seen as a valuable alternative, bringing a fresh look at the technology markets and providing insights to end users of IT in a different way. ■

unsunghero

Becky Bogart

Account Director

IDG Enterprise

IDG Enterprise SVP, Sales ***Julie Ekstrom*** *and Account Director* ***Erika Karr*** *named Account Director* ***Becky Bogart*** *their team's Unsung Hero. "She's generous, incredibly hard-working and feeds our culture in the most positive ways," Ekstrom said. "She makes it a priority to develop and invest in the success of her entire team, regardless of level and reporting structure." "Becky is the most thoughtful rep with clients I have ever seen," added Karr, "whether is it custom making gifts, planning themed events or remembering their birthdays, she can always make them feel special. She is a team player 100% of the time and not only with the IDGE sales team but across IDGE in general."*

Account Director ***Becky Bogart*** *began her IDG career as a sales assistant with Network World.*

Home Trabuco Canyon, Calif.

Joined IDG In 1997 as a sales assistant with Network World's Irvine, Calif., office; later became a Network World account executive, then district manager; InfoWorld account director; currently account director with IDGE.

Primary job responsibilities I run the Southwest, Rocky Mountain and Silicon Valley sales territories for IDGE, driving revenue and evangelizing the power of IDGE.

Three things I do in a day's work

- "Smile and dial," a.k.a., interface with my external clients.
- Leverage and present IDGE's stable of research to position myself as a trusted advisor.
- Advocate on behalf of my clients internally.

What I love most about my job The ability to be creative and constantly shift gears in my work; no two days are alike. I enjoy coming up with creative ways to showcase the power of IDGE's audience through our digital, SMS, demand generation, ABM360 and events solutions.

A hot-button issue that I'm dealing with I came up in print advertising, but it has been a rewarding challenge to maintain relevance in the evolving digital media landscape.

Latest accomplishment Winning the trust of a new security start-up firm with a six-month program taking it from zero revenue to $238,000, incorporating SMS, demand generation and digital.

Career highlight Moving from a print-centric world to a digital-centric one.

What I'm doing to be a better employee Every day I come to work and focus on being positive, encouraging and appreciative to both my colleagues and clients. This fosters a collaborative partnership. I've learned that people will go the extra mile for you when they know they are appreciated.

Interests outside the office Boating on the Colorado River with my family, collecting sea glass, NASCAR, gardening, canning a vast array of fruits and vegetables that I grow on my property into jams and jellies that I share with my clients, hanging out with my boxer Delilah and cats Domino and Diva.

What others can't tell just by looking at me I'm a total gearhead. I'm creative and could give Martha Stewart a run for her money!

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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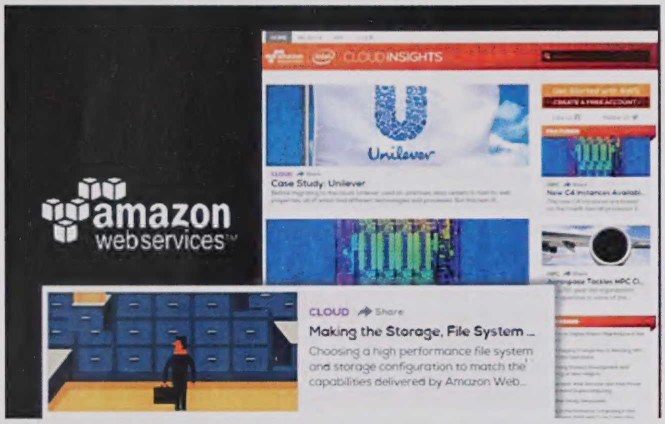
ONE ON ONE - *page 3* | CASE STUDIES - *page 4* | ON THE JOB - *page 6* | UNSUNG HERO - *page 9*

Innovation at IDG: collaborating to meet global customers' needs



Case Study: Unilever

New C4 Instances Availabl...

CLOUD Share

Making the Storage, File System ...

Choosing a high performance file system and storage configuration to match the capabilities delivered by Amazon Web...

Local business units, IDG SMS and IGS are teaming up with creative solutions for clients navigating a changing media landscape.

SEE MORE ON PAGE 4

Also inside

Crocodilo Media launches CIO Portugal

IDC CIO Summits show growth in North, West Africa

One on one: Kumaran Ramanathan, president, IDG Global Solutions and Strategic Marketing Services

On-the-job: Program Architect Justin Ellis

Fill out the IDG Employee Communications Survey and be entered to win a pair of Beats headphones.

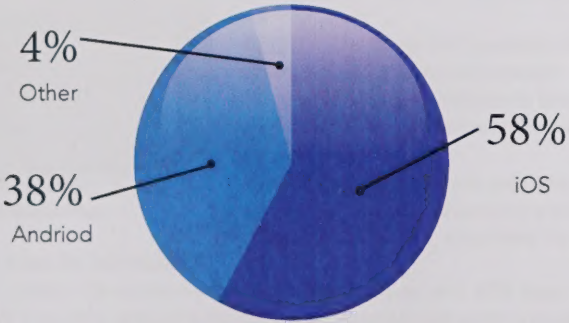
CLICK HERE

Unsung hero: CEC Senior Client Relationship Manager Joyce Dunnells is this week's nominee.

SEE MORE ON PAGE 9

Question of the week results

Is your smartphone iOS, Android or other?



Log on to www.idgcentral.com to vote on this week's question:

Where/how did you watch the last movie you saw?

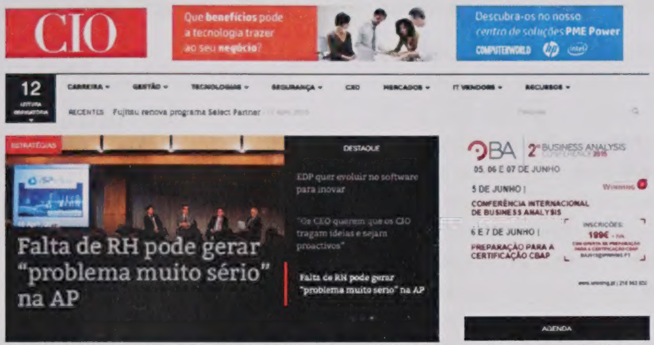
CLICK HERE

Spotlight on: Alliance Marketing Services

.tv
Michael Latchford
VP, Alliance Marketing Services
IDG Enterprise
www.idg.com

Watch this 6-minute video to learn how to uncover opportunities to sell IDG's portfolio of offerings to customers and their partners who execute marketing initiatives together.

IDG publishing partner expands B2B portfolio with CIO Portugal



RECENTES Fujitsu renova programa Select Partner

Falta de RH pode gerar "problema muito sério" na AP

EDP quer evoluir no software para inovar

"Os CEO querem que os CIO tragam ideias e sejam proactivos"

Falta de RH pode gerar "problema muito sério" na AP

BA | 2ª BUSINESS ANALYSIS CONFERENCE 2015
05, 06 E 07 DE JUNHO
5 DE JUNHO | CONFERÊNCIA INTERNACIONAL DE BUSINESS ANALYSIS
6 E 7 DE JUNHO | PREPARAÇÃO PARA A CERTIFICAÇÃO CBAP
INSCRIÇÕES: 199€

CIO-branded events are now being planned and will focus on themes that build a bridge between IT and business. They will include not just face-to-face events but digital platforms with videos and webinars.

Spurred on by Portugal's improving economy and tech market, as well as the changing needs of CIOs, IDG's media partner in Lisbon, Crocodilo Media, added the CIO brand to its portfolio in mid-April with the launch of a website. The company has been publishing Computerworld online under license to IDG since 2011.

"After five years of recession, the Portuguese IT market has been growing since 2014, and, on the demand side, companies are replacing their infrastructure, with more of them focusing on internationalization and evolving to the 3rd Platform," said Business Manager **Paulo Fernandes**. "But the main reason we are targeting CIOs now is that they face the challenge of redefining their role and importance within their organizations. We want to give them the critical information they need, whether it is our own content or aggregating material from a variety of external sources."

CIO Portugal Editor-in-chief ***Idalécio Lourenço.***

Fernandes said that there are many indirect competitors in the events arena and business/financial media that are fighting for marketing budgets from IT vendors. Under the direction of Editor-in-chief **Idalécio Lourenço**, the brand will differentiate itself in the market based on three principles:

- Target IT managers and professionals who want career-related information.
- Recognize that the audience is busy professionals for whom time is a scarce resource.
- Create a site that's simple and easy to use, with a structure and content similar to the way the CIO thinks, organizes his time and looks for information.

Initially the content will be 70% international and 30% local — already a healthy level of local content compared with what is currently available in other media, Fernandes said — but by the end of 2016 the team aims for a 50:50 ratio.

There is no gated content on the site, but that could change later if the staff detects the right opportunity, he added. By year's end the goal is to have 20,000 visitors per month.

Write to Idalécio Lourenço. ■

IDC's CIO Summit series shows gains in attendee, sponsor numbers in Morocco and Nigeria

#IDCFRANCOCIO

IDC North Africa Regional Manager ***Ouafa Kathir*** *(far right) moderated one of the panel discussions at the Francophone CIO Summit. (From left): Eric Contayon, minister of Post and Information Technology, Ivory Coast; Abdoul Karim Sall, ARTP [Regulatory Authority for Telecommunication and Posts], Senegal; Jamal Benhammou, SoftCentre ANRT [National Agency for Telecommunication Regulation], Morocco.*

IDC Middle East, Turkey and Africa's two most recent CIO Summits each had gains in delegates and sponsors compared with last year and introduced new components to their agendas. Like the other three other summits held so far in the regional series, the conferences had an "IT Meets Business" theme and featured a mix of IDC and industry experts who spoke about closely aligning IT and business functions during a time when IT leaders need to enhance operational efficiencies through transformative new technology solutions.

The Francophone CIO Summit, held April 29-30 in Casablanca, Morocco, drew 289 delegates from 12 countries, 100 more attendees than last year, and 30 sponsors compared with 22 in 2014.

IDC META Conference Director **Deepa Ahuja** attributed the gain in attendees in part to earlier outreach, so that attendees could block out the dates in their calendars, and careful attention to follow-up reminders where needed, making sure not to impose on potential guests. The dropout rate was very low this year, with just 25 no-shows out of 315 confirmations. The conference team also contacted more organizations and companies than previously in their quest to identify senior IT executives.

IDC West Africa Country Manager ***Bola Adisa*** *welcomed attendees at the CIO Summit in Lagos.*

For the first time, the Morocco conference included three workshops based on IDC's IT Executive Program that drew more than 150 delegates each. The workshops focus on mitigating technology risks, maximizing the effectiveness of IT investments, identifying and capitalizing on IT opportunities and implementing cutting-edge tech solutions that are aligned with overall business objectives.

The West Africa CIO Summit, held in mid-May in Lagos, Nigeria, drew 88 influential IT leaders — about 25% more than last year — and expanded from a one-day conference in 2014 to a one-and-a-half day event this year. It also included its first IT Executive workshops, in which IDC Global VP/Research **Stephen Elliot** assessed the significance of the DevOps movement to organizations in West Africa and provided advice on leveraging collaboration.

Write to IDC META Marketing Manager Anulekha Shetty. ■

OneonOne

Kumaran Ramanathan

IDG Global Solutions/ IDG Strategic Marketing Services

The president of IDG Global Solutions and IDG Strategic Marketing Services is this week's columnist. Reach him at kr@idg.com.

> "Through the globalization of SMS we've created an interdependence of local country partners with the global view of IGS/SMS to offer a single point of contact for sales, creative services and project management."

Q Since your last column a year ago, you have added IDG Strategic Marketing Services and Corporate Sales U.S. to your IDG Global Solutions responsibilities. How is that going?

A It's been a fascinating year—rapidly changing, disrupted ad and tech markets and a big focus internally on ensuring that our teams are prepared to lead through this change. Seven months in, and I am delighted with the progress we are making. The three teams are making giant strides forward. I am continually amazed about the ability of our teams to dig deep and show the character to continually reengineer our business. This strength of character reflects very well on each and every individual.

While the groups have distinct roles (IGS/Corporate Sales sells regional and global programs and SMS creates and manages client marketing programs), under one leadership we are able to deliver on IDG's promise to offer a seamless experience for marketers on a global basis. IGS has always taken a solution-oriented approach to selling across the entire IDG portfolio — providing a single interface that simplifies both our internal structure and the difficulty in purchasing and executing multinational campaigns.

Increasingly the conversations IGS sales reps are having with marketers such as Microsoft, Symantec, HP and Dell are that they are seeking a partner that can offer consistent capabilities in all of the markets in which they do business. So, through the globalization of SMS we've created an interdependence of local country partners with the global view of IGS/SMS to offer a single point of contact for sales, creative services and project management.

It's rewarding to also see how integral these groups are to the successful execution of the company strategy. As a collective, we are the interface for our global customers, if you like, the tip of the arrow driving our company strategy to market. That comes with added responsibility for all of us, but I am impressed with the attitude and focus of the teams and the genuine desire to drive success from all of our teams.

The power of the four groups together — IGS, SMS, Corporate Sales and the local countries — are an unbeatable combination, offering scale along with in-country relationships that no other media company can claim, which gives us a great foundation on which to build out our messaging to the market.

Q You mentioned disruption in the market. How is this impacting our customers?

A Our clients are ever more demanding, and leading through innovation is a market differentiator for IDG (see examples page 4). The current disruption in the technology market plays well for us. Our clients need to re-invent themselves, to stand out from their competitors, to rebrand with new definitions and new messaging. They are continually demanding more from their marketing dollars, standard media is no longer differentiating them from their competitors, and their messaging needs to be more impactful, relevant and measurable than ever before.

Q What are our customers saying?

A There is no doubt that over the past 24 months we have seen a fundamental shift in the conversations we are having with clients, accentuated by the emergence of the third era of media (from print to online to integrated marketing services) and this has challenged the way we do business. We operate within a market where the world has turned upside down, and the disruption we see in the technology market is, in fact, driving fast-paced change in the media market. Now it is absolutely the norm to hear clients say things like "the days of buying media placements are behind us." They require their media partners "to be agile and flexible; they need to understand my business and offer me insight not just data" and they need to have the capabilities to "produce unique and relevant content" and "the analytics to connect multiple touch points."

As client expectations change, so do the conversations IDG is having. We have no alternative but to step up and raise our collective standards to the next level. There is nothing more important than being in front of our customers: going direct, selling strategically and extending to below-the-line revenue streams. For IDG to be successful on a global basis it's imperative that IGS, SMS and Corporate Sales play their part.

Q What are the core components of a successful marketing services organization?

A I think it's important to clarify the role of SMS first. Our go-to-market messaging is simple: "We create world-class marketing and customer experiences." We have to set the bar high. At our core we have to offer our customer's cli-

continued on page 8

Innovation at IDG: collaborating to creatively meet the needs of customers around the world

Why is innovation so important?

by Jason Tenenbown, VP, Innovation and Program Architecture, IDG Strategic Marketing Services

Marketing and innovation go hand in hand. Over the course of the past 20 years, the media business — a business built on the heels of advertising — has faced disruption like few other. The exposition of the marketing industry reads like an obituary. Last month, the mobile browser was declared dead. Last year, it was the banner. In 2010, Wired's cover story "The Web is Dead" made waves. In 1984, Egon Spengler (remember him?) said "print is dead." Recently, television's *Mad Men*, a picture of marketing without data, went gently into that good night. Of course, we all know these are metaphors. All these formats exist at some level. So, why the sensationalism?

Tenenbown

For one, marketing innovation is just so very alive. Our clients are challenged navigating the landscape. This is the good news for IDG. We have spent the last 50 years adapting to this media and marketing innovation and redesigning our business for growth. That's why we are still here. Our business is a healthy combination of data, media and marketing services. All of which are growth engines born in a sea of innovation. IDG Strategic Marketing Services has built a practice on the premise of putting new, scalable innovations in the hands of our sales professionals and their clients. We have come to be looked at as a premium partner that tackles the hard problems with world-class customer service. And, this work and reputation has driven countless dollars into the IDG bottom line.

Lee

According to IDG SMS President **Charles Lee**, one of SMS's core strengths over time has been to drive solution innovation around the globe.

"Under SMS' new global structure, we'll begin to see this effort become more structured and scaled with greater uniformity, consistency, frequency and, most notably, speed. Innovations developed in local markets will be leveraged immediately across all markets, giving IDG an unparalleled advantage in driving market leadership and revenue growth. There's never been a more exciting and vibrant time within the SMS business, and as a global business we are poised to do tremendous things by driving innovation together!"

The following examples demonstrate how IDG business units are working collaboratively to serve clients in innovative ways.

IDG collaborators: IDG SMS U.K. and IDG U.K. editorial (Digital Arts)

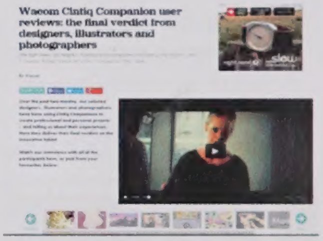
Client: Wacom

Campaign: Show Your Creativity

Revenue: $35,310

Objective: To generate genuine user feedback and promote the user experience of the Wacom Cintiq Companion tablet.

Challenges: Usually the challenge with user reviews is finding the right people to get involved. However, the Digital Arts audience is very engaged with the brand. Senior Project Manager **Joao Felizardo**, Digital Arts Editor **Neil Bennett** and SMS were able to create a strong reader panel largely using promotion on DA's Facebook page.



Wacom Cintiq Companion user reviews: the final verdict from designers, illustrators and photographers

Program components: Digital Arts users were invited to take part in a user panel and demonstrate their design skills using the Wacom Cintiq tablet. The sponsored section that resulted included eight unique pieces of artwork, eight video interviews with the users, and multiple written articles

Results: 56,000 unique page views, 50% increase in average time on site, 1,000-plus video views

Client feedback: Campaign re-booked

Innovation: The focus on user-driven content. Rather than simply pushing marketing to the audience, we used the audience to drive the marketing by recruiting them to be the stars of the campaign. The client really valued the product feedback provided in the real-world reviews, and peer reviews also resonated with Digital Arts readers.

Contact: Paul Trotter, U.K.

IDG collaborators: IDG SMS Germany and IDG Germany (Computerwoche)

Client: SAP

Campaign: Business Expert Circle

Revenue: $101,000 (in six months, will continue)

Objective: In an attempt to shift marketing efforts to a more content-centric approach, SAP joined forces with SMS Germany to establish an exclusive board of IT agenda setters and thought

continued on page 5

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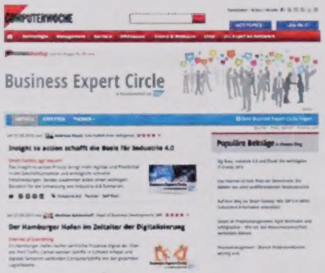


leaders: the Business Expert Circle.

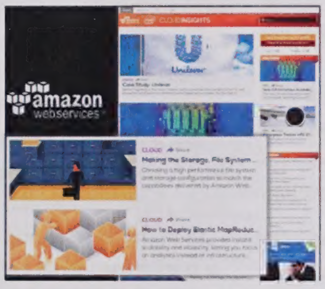
Program components: The 25 Expert Circle members are recruited from IDG's network of contributors and comprise scientists, tech experts and business insiders. Experts publish natively on Computerwoche.de on a daily basis. Partners of SAP can buy into the circle and become peer writers with the circle members.

Results: Outstanding dwell time results, 107,000 views, 54,000 uniques

Innovation: The SAP program is unique in the way that it leverages the strength of IDG Germany's independent network of contributors to create a premium environment that is a perfect fit to the client's proprietary content marketing strategy.

Contact: Stefan Huegel, Germany

IDG collaborators: IDG Enterprise and IDG SMS



Client: Intel/Amazon (AWS)

Campaign: Cloud Insights

Notable: This is IDG's first truly social media content feed service. IDG is the exclusive provider of blog content which is posted directly to Intel/Amazon owned marketing channels.

Objective: Create a series of regularly scheduled white labeled blog content articles that educate and build thought leadership.

Key program components: 500-word blog posts, 24 per quarter

Results: Renewed twice; $250,000

Innovation: Standalone large-scale social and editorial content services project where IDG served as editor-in-chief for Intel AWS Branded Site (CloudInsights.com).

Contacts: Erika Karr, sales, IDGE; Jim Malone, editorial, SMS; Cheryl Giangregorio, program management, SMS; Jason Tenenbown, strategy, SMS

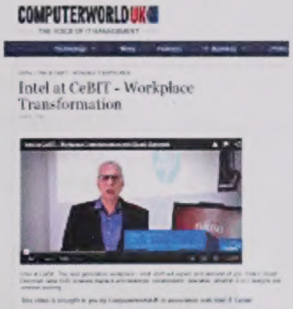
IDG collaborators: IDG Global Solutions, IDG Germany, IDG U.K., IT News Info (France), OSP (Russia)

Client: Intel

Campaign: Intel CeBit 2015 Native Program

Revenue: $240,000

Objectives: Bring Intel's presence at CeBIT to life; build awareness of Intel's CeBIT 2015 messaging; build on Intel's thought leadership position; through native advertising drive deeper engagement with higher quality IT Center prospects; and link the program content with Intel's related content topics and themes.



Target: CIOs and IT decision makers in Germany, France, Russia and the United Kingdom.

Program components: Editorial coverage, event videos, local articles. (Three event videos in English, subtitled in German, French and Russian. Eight articles created by local editors for audiences in each country.)

Results: Media impressions 3,162,408, 32% over delivery; engagements: 27,214 — 152% over delivery — and social media promotion throughout program.

Innovation: Multi-market native advertising with a strong editorial voice.

Key contacts: Justin Ellis, program strategist, IGS (see page 6's Job Spotlight); and Shannen Khin, program management, IGS

IDG innovator: IDG Sweden and IDG SMS Sweden

SÄKERHET OCH INTEGRITET 2015
11 TIPS FÖR SÄKRARE SURF
F-Secure

Client: F-Secure

Campaign: Security and Integrity Awareness program

Objective: Drive awareness, visits, time spent on site.

Details: One-year, pan-Nordic native program to drive awareness around the F-Secure offerings. Native sites in three languages and traffic drivers delivered with a combination of fixed drivers and TAP/display. The sites include educational content in article formats, news flashes on security and integrity, webb-tv — all produced by IDG SMS. The sites also integrate F-Secure social media feeds such as YouTube, Twitter and LinkedIn.

Program components: Native, video, content, TAP, research

Metrics: 1,800 visits/month to IDG NativeZone

Results: Just started, but so far over target

Innovation: Thanks to a new setup where we can develop content locally, translate it into other native languages and then host that content centrally and acquire traffic from either IDG licensees in different markets or by other means, we are able to deliver complex programs that span regionally, effectively and with a

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Job Spotlight

On the job: Program Architect

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Justin Ellis

Title Program architect, IDG Global Solutions EMEA

What a program architect does I'm responsible for program strategy; for the ideation, creation and execution of custom marketing services programs for IDG's top technology marketing/advertising accounts. My focus is on designing brand-led original editorial programs based on the plethora of IDG's solutions and services.

The services I provide and who my customers are I work closely with the global sales team within IGS. The role is to support our agency and client direct-sales teams to sell programs. This involves getting under the skin of the client's brief or, in many cases, working collaboratively and consulting with a client to define a brief to respond to. The program planning then begins — researching, brainstorming and developing potential ideas that are aligned to the brand and deliver on their business strategy and marketing objectives. The clients I generally work with are the more established tier-one tech companies such as Intel, Cisco, Dell and HP that have centralized a lot of their global marketing activity in light of the shift to third-platform technologies, but increasingly we are working with newer businesses and industry disruptors.

Key skills required for my job This is definitely a hybrid role. There's a strong creative and strategic marketing component — you need to have a deep understanding of brand and brand strategy, advertising planning, idea generation, creative direction, film production, digital design and development, social media and data-driven audience development strategies. Strong commercial and financial skills are extremely important; you are at the business end of the sales cycle, and you need to be a good listener but also be able to produce world-class presentations that tell a great story.

My typical day The line between day and night can get a little blurred in this role — it's not uncommon for me to be burning the candle until 2:00 a.m. completing a deck for a pitch. But my normal day is a combination of discussing new opportunities with the sales team, reviewing existing opportunities, either post-presentation or pitches that are in the process of (hopefully) selling through or working on live programs with program management and delivery teams.

Best part of my job
Apart from waking up at 6:00 a.m. with a creative idea that I've been wrestling with for days, it has to be the team I work with. I've always said since I started at IDG that one of the key strengths of the people is that everyone knows what their role is and what they bring to IDG. This creates an enormous amount of respect for each other and a positive and collaborative working environment. Not to mention a constant stream of laughs!

*IDG Global Solutions Program Architect **Justin Ellis** works closely with international IDG sales teams.*

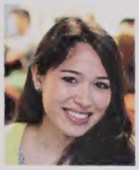
Why and how I got involved in this career I previously worked in digital and creative agencies for 16 years in a diverse range of roles including project management, account management, client services, planning and, most recently, business development. I wanted to move out of agencies and into a more strategic planning role that afforded me the opportunity to take much more responsibility for the idea generation process.

Recent accomplishment I don't tend to view accomplishments as purely mine — they are always a team effort. However, I'm proud of the changes I've made to the way we sell custom programs since joining the business. Selling the idea and telling a great story is much more important than covering every feature possible. Structuring presentations in this way has driven financial success, with IGS enjoying back-to-back years of double-digit revenue growth from our marketing services business.

What my colleagues would be surprised to learn about me
There's very little they don't know. But if anyone wants to buy me a beer, I may divulge a few secrets!

noteworthypeople

New employees


Sapak

Alison Sapak joins **IDG TechNetwork** as an expense analyst, coming from Connecticut Interlocal Risk Management Agency where she was an underwriter trainee. She graduated cum laude from Bryant University in Smithfield, R.I. with a B.S. in business administration. Away from her desk she enjoys going to tag sales and flea markets, practicing yoga and trying new cuisines. alison_sapack@idgtechnet.com

deAgonia

Technical Analyst **Michael deAgonia** comes to IDG's **Corporate Services Group** from a similar role at The Chicago Tribune's Orlando, Fla., office. He has been a contributing author at Computerworld, covering Apple and Apple products since 2005, winning an ASBPE National Digital Award and a Jesse H. Neal Award. He studied at Davies Tech in Lincoln, R.I., as well as Rhode Island College. He enjoys drone photograph, video editing, writing, hiking, kayaking and movies. mike_deagonia@idg.com

Sullivan

IDG Communications has hired **Tim Sullivan** as a help desk intern. He is currently an undergraduate at the University of New Hampshire studying information technology and justice studies; he also belongs to the a cappella group Not Too Sharp, which performed on the "Today Show" on Christmas Day last year. tim_sullivan@IDG.com

IDG TechNetwork Germany has hired **Julia Kärgel** as a junior account manager; she was most recently a publishing services assistant with Adscale GmbH. She earned a B.A. in media and communications from the University of Munich and enjoys travel, riding and dancing. jkaergel@idg.de

Kärgel

Oprea

Also new at **IDG TechNetwork Germany** is Sales Manager, Data Services **Alina Oprea**. Previously an international advertising product manager with AutoScout24 Media, she holds a degree in international communication management from International University in Germany. A sports enthusiast, she enjoys half marathons and Zumba parties. aoprea@idg.de

Krießan

Previously a key account manager with Stamm-Werbung, **René Krießan** joins **IDG Germany** as a senior account manager. He holds a degree in business administration from the University of Applied Sciences in Erfurt, Germany and enjoys jogging and spending time with his family and dog. rkriessan@idg.de

Murray

Edward Murray is **CIO.com**'s new senior editor. His previous jobs include director of editorial services with R. R. Donnelley and director of content and site operations with Cox Enterprises. A graduate of Assumption College in Worcester, Mass., he holds a B.A. in English and writing. He plays bass in "a couple of rock and roll bands and is a music/media/tech/book nerd." emurray@cio.com

Returning employees

Previously a senior marketing specialist with **IDG World Expo**, **Kristin Dacey** returns to the team as manager, Sponsorship Programs. She will work directly with E3's biggest exhibitors and non-endemics to develop customized sponsorship activations, work that will include creating and developing sponsorship programs, building the event marketing website, e-campaigns, and sales materials, as well as working with vendors, clients and partners. She was most recently a marketing manager with Putman Media, responsible for strategizing and executing marketing initiatives for Putman's event division. She graduated from St. Lawrence University in Canton, N.Y. with a B.A. in history and is "a fitness junkie — you can always find me chasing summer and warm weather, and I am a huge football and college hockey fan." kdacey@idgworldexpo.com

Dacey

All business units are welcome to end information for the Noteworthy page to world_update@idg.com.

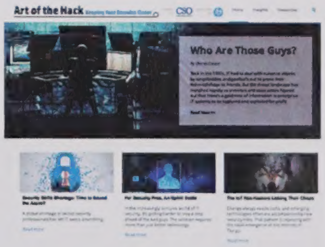
Innovation

continued from page 5

high ROI. This is very attractive to our customers. This new thinking around delivery is a direct effect of the increased collaboration and best practice sharing between the SMS EMEA regional hubs in Sweden, Germany and the U.K.

Contact: Britta Liljegren, business developer, IDG Sweden

IDG collaborators: IDG Enterprise (CSO), IDG TechNetwork, IDG SMS



Client: HP Security
Campaign: The Art of the Hack
Revenue: $384,004
Objective: To drive thought leadership for HP's Security solutions and create demand for their products.
Program components: IDG produced a co-branded CSO and HP site — www.theartofthehack.com — with a comprehensive content strategy, native distribution on IDG sites, and data collection for future retargeting to capture an audience for HP to market to. Launched May 23.
Innovation: Holistic story-driven content marketing program for nine months
Contacts: Jen Mariani, program management, IDG SMS Rob O'Regan, editorial, IDG SMS; Jason Tenenbown, strategy, IDG SMS. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

35
Matt Smith *U.S. Media*

32
Derek Hulitzky *U.S. Media*

30
Walter Kainz *IDG Germany*

29
John Robison *IDG Corporate Services Group*

27
Lottis Bergson *IDG Sweden*

26
Janet King *IDG Research Services*

18
Wafa Moussavi-Amin *IDC Central Europa*

17
Pamela Giesen *IDC*
Mary Menendez *IDC*

15
Torun Bjurman *IDG Sweden*
Jen LeMay *U.S. Media*

14
Jane Weissman *IDG Connect*

13
Karen Arnowski *IDG Global Solutions*
Marcus Wilkinson *IDG Australia*

12
Eve Garvey *IDG Connect*

11
Koichi Nagayama *IDC Japan*

10
Monika Kumar *IDC*
Leah Barton *IDC*
Bruno de Andrade Faria *IDC Miami*
Karen van Velzen *IDG Netherlands*

9
Tim Scannell *CIO Executive Council*
Elaine Senay *IDG Corporate Services Group*

8
Carolyn Rauch *U.S. Media*

5
Theske Slijkerman *IDG Netherlands*
Gabriela Medvecova *IDC CEMA*
Yon Pulkrabek *IDC CEMA*

4
Stephanie Geary IDC
Robin Clausen *CIO Executive Council*
Mike Glennon *IDC U.K.*

3
Prathep Thurairatnam *IT World Canada*
Hayley Levine *U.S. Media*

2
Jonathan Lang *IDC*
Amanda Beaudry *IDG Connect*
Yesim Arac *IDC Turkey*

1
Christopher Niven *IDC*
Sarah Lopez *IDG Research Services*
Noemi Guilger *IDC Brazil*
Iracema Fuentes *IDC Mexico*
Magnus Hakansson *IDG Sweden*
Rasha Emera *IDC Saudi Arabia*
Maiyani Knights *IDC U.K.*
Petr Strnad *IDC CEMA*
Jenn Appleton *U.S. Media*
Mark Erian *U.S. Media*
Stephanie Pulido *U.S. Media*

One on one

continued from page 3

ent solutions par excellence, create programs that uphold the IDG hallmark of quality and deliver consistency of capabilities across our global businesses, whilst ensuring that Innovation is at the heart of everything we do.

It is the role of SMS to provide the lifeblood of innovation to the company, to embrace the creativity of our organization and channel that innovation into products that we can monetize and scale repeatedly across markets. We should take great encouragement from the financial success we see from a centralized SMS organization. In just seven months we have seen our International businesses led by Germany, Sweden, U.K., Australia, India and Spain deliver outstanding revenue growth, 80% more than in 2014. It shows that we are stepping up and delivering financial success. The outlook remains strong for the remainder of FY15, and we can look forward with optimism to FY16.

Q As you look forward what are your priorities?

A Innovation and revenue growth. There has never been a better time to be out in the market and represent the IDG global story as the company continually looks to innovate. The suite of products is modern, relevant and electrifying. In just a few months we have been in the market with IDG Sonar, a global Alliance Marketing proposition, ABM360 and before the close of FY15 we can look forward to a big native push (Native@Scale) and a revitalized social proposition. Driving revenue success in a transitional market is tough. But this disruption means our clients are searching for solutions to gain competitive advantage. I believe that this is a huge opportunity for IDG as this vacuum can lead to powerful client partnerships. Partnerships for success. This is the new IDG: progressive, innovative, involved and reengineered. ■

Daily IT industry news summary available on IDG Central

The daily news summary is produced by IDG Corporate Marketing and provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry. You can read the News Summary on IDG Central's Press Summary section or requst to be added to the distribution list by contacting Colleen Barry. Recent items include:

Interview with Michael Friedenberg, CEO - IDG Communications (MTA)

IDG Launches ABM Solution To Identify Buying Signals (Demand Gen Report)

How NYT is using Reddit to gain insights into its audience (journalism.co.uk)

Quartz is trying to make its articles stickier on smartphones with a new "Read Full Story" button (NiemanLab)

comScore Adds Mobile Measurement, Including Viewability, To Offering (Real-Time Daily)

Why Re/code, an 18-month-old tech news startup, really sold to Vox — even though it was generating $12 million (Business Insider)

Instagram Starts Getting Serious About Ads. Expect More Buttons, More Targeting — And More Ads. (Re/code)

Mobile Fraud: It's Time To Start Paying Attention (Ad Exchanger)

unsunghero

Joyce Dunnells

Senior Client Relationship Manager

CIO Executive Council

CIO Executive Council Senior Director, Client Relations ***Kathryn Marston*** *named Senior Client Relationship Manager* ***Joyce Dunnells*** *her team's Unsung Hero. "Joyce oversees in excess of 80 CIO Executive Subscriptions. She has been a tremendous asset to the Council over the last eight years, cultivating relationships, being customer-focused and delivering the value of the Council resources, which is reflected in her successful renewal rates. Her knowledge and expertise demonstrate her as a valued resource of the organization."*

Home Biddeford, Maine

Primary job responsibilities I am our clients' concierge to all the resources available through their annual CEC subscription, and my goal is to ensure that they renew their service at the end of each term. I oversee customers from Maine to Virginia. I ensure they are engaging in what is important to them by continuing to look for value adds that will assist them as well as bring in more revenue.

Three things I do in a day's work

- Every day brings a new round of conversations with our customers. I listen to what's new for them. What are their priorities? What are they being looked at to provide to their business and customers? I share trending topics and update them on what's new at the CEC. I capture all of this data and use it to keep updated member profiles.
- I look for ways to engage clients and align CEC resources to help them, with assistance from Engagement Strategist **Olivia Lima**. This could mean arranging for them to speak with an experienced peer, directing them to available content or providing talent development through our leadership programs.
- It takes a village! Depending on what a customer needs or wants, I connect with a variety of my CEC peers to ensure we're meeting customers' expectations. This can mean a conversation about a developmental need with our Pathways team or a conversation with our Global Media Bureau about a customer's request for more PR opportunities.

CEC Senior Client Relationship Manager ***Joyce Dunnells*** *joined IDG in 2007.*

What I love most about my job The variety. There is no way you can be bored. I enjoy learning about each client's industry and associated challenges. I like to think creatively to help them solve problems, and I really love it when that solution requires them to purchase an additional product or service from the CEC!

Latest accomplishment Crafting a development engagement for a customer's team beyond our standard Pathways program. It created a substantial amount of revenue, met the customer's challenge of developing 28 of his staff to be more strategic and ultimately gave us another CEC product.

What I'm doing to be a better employee I enjoy teaching/mentoring and recently have been working with some of our recent hires at the CEC to share my experience and to provide best practices to help them be successful.

What others can't tell just by looking at me I was in an MTV 10th anniversary music video that Aerosmith filmed in Boston. OK, so I was in the crowd and the camera panned across me but you have to take what you can get!

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Joyce Dunnells *CEC*
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Jo Tilson *IDG Global Solutions*
...and all the innovation case study contributors.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

IDG Australia's CMO reels in new readers and clients

With a growing online presence, three promotional print issues and an active event portfolio, CMO is filling a gap that existed for marketing technology coverage and stories on marketing leadership.

SEE MORE ON PAGE 4

Also inside

IDG News Service retools World Tech Update

One on one: IDG Communications Worldwide CEO Michael Friedenberg

On the job: CEC Engagement Strategist Lauren Fiorentino

Managers from nine business units participate in the IDG Global Media Institute.

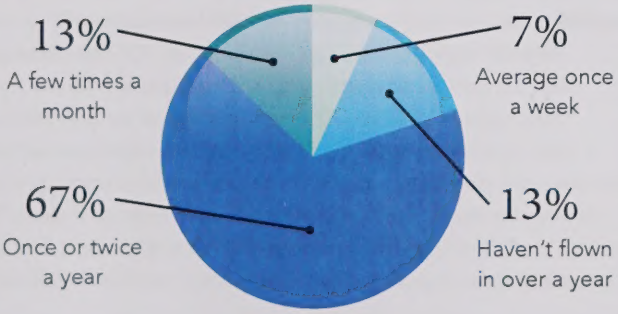
SEE MORE ON PAGE 6

Unsung hero: Computerworld Managing Editor, Features Valerie Potter is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How frequently are you on an airplane?



Log on to www.idgcentral.com to vote on this week's question:

Is your smartphone iOS, Android or other?

CLICK HERE

See the news summary on IDG Central

The daily news summary is produced by IDG Corporate Marketing and provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry. You can view the News Summary on IDG Central's Press Summary section or request to be added to the distribution list by contacting Colleen Barry. Recent news items include:

Facebook Instant Articles: What's in it for advertisers? (Marketing Land)

Speed is the Achilles heel of publishers in mobile (Digiday)

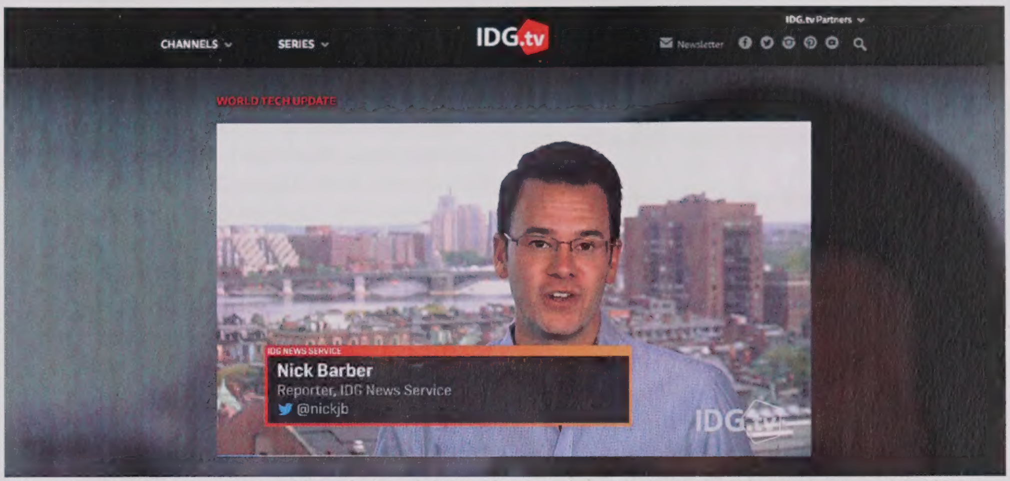
Mary Meeker's 2015 Internet Trends Report: Internet is still growing, but slowing (The Next Web)

Why some media newsletters aren't designed for clicks (Digiday)

How metadata could be the next big boost for publishing (Journalism.co.uk)

Why mobile programmatic is the next frontier (Marketing Land)

IDG News Service retools World Tech Update, now called The Wrap



All IDG News Service video reports will now be branded "World Tech Update." The former weekly recap known as World Tech Update is now called The Wrap. Owned and operated IDG sites, as well as those of licensees, can embed the videos.

IDG's longest running video series — World Tech Update — underwent a facelift earlier this month and has been rechristened World Tech Update: The Wrap. The new, shorter program — many of the segments will now run just two minutes — is better suited to the viewing habits of today's audiences, noted **Nick Barber**, IDG News Service Multimedia Correspondent and Video Content Manager and creator of World Tech Update.

Each segment of WTU: The Wrap leads with the Tech Top Three, a look at several of the most important tech stories of the week. The fourth and fifth slots will be reserved for longer feature stories, dubbed In Focus. "In some instances we might only include one longer feature story or we might do two shorter ones. Or we might include a mix of a feature story and a how-to. We're still playing with the format, and we'd be open to feedback," Barber said.

IDG NEWS SERVICE
WORLD TECH UPDATE
THE WRAP
May 9-15

WTU: The Wrap is the result of a collaboration between Barber, IDGNS VP, Editorial Director **Elizabeth Heichler**, IDGNS Senior Correspondent **Martyn Williams**, Video Journalist **Melissa Aparicio** and IDG.tv VP, Video Programming **Kyle Kramer**.

"We all worked together very closely to perfect the new format, and we're still working to fine tune it," Barber said. Barber explained that World Tech Update has become such a strong brand over the course of its seven years that they wanted to apply it to more than just a weekly show. "From now on, all IDGNS news videos will be branded with the World Tech Update moniker. The Wrap is our new weekly edition of what had been known as World Tech Update. Instead of producing just 50 WTUs a year, we'll be producing hundreds. That makes the brand more attractive to our audience and to our advertisers."

The Wrap will be available each Thursday, late afternoon Eastern Standard Time.

All IDGNS videos are available on both the IDGNS.com site as well as on IDG.tv for sites to embed. "Much of the thanks goes to **Patrick Kenney** [systems manager at IDG International Publishing Services] for helping us streamline our publishing process to the new Apollo CMS."

World Tech Update debuted in February 2008. This is the third update to the weekly format, which was refreshed and upgraded to high definition in 2010. This latest version employs a slick, new graphics package in addition to its new format, Barber said.

For more information, contact Nick Barber. ■

In a nutshell

- World Tech Update: The Wrap — the new, weekly tech news recap show.
- World Tech Update — how all IDG News Service news videos will be branded.
- World Tech Update (the old weekly show) — the former five- to seven-minute weekly show that ran from February 2008 to May 2015.

Update your IDGCentral password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

What's working for you?

IDG World Update is always in search of "news you can use" — tips on what employees are doing to attract more conference attendees, develop new revenue sources, enhance their editorial skills and more. Write to world_update@idg.com.

OneonOne

Michael Friedenberg

IDG Communications Worldwide

The CEO of IDG Communications Worldwide is this week's columnist. Reach him at michael_friedenberg@idg.com.

> "While we continue to make structural changes at IDG to make it increasingly easy to do business with the company and enhance our ability to provide consistency of capabilities on a global basis, the real opportunity is getting IDG Communications to grow. This is the basis of everything we are doing right now."

Q How did IDG perform on a global basis during the first half of FY15?

A Happy to share that IDG Communications exceeded budget for first-half FY15. The U.S. was 30% ahead of plan while international was 18% off plan, so overall IDG Communications was 57% ahead of plan. Nice results, and I want to thank U.S. Media, Connell Communications, IDG Connect, IDG Czech Republic, IDG Netherlands, IDG Spain, IDG Switzerland, IDG U.K., IDG Australia, IDG China, IDG India and IDG International Publishing Services for all exceeding first-half plan. This is a tremendous accomplishment for we are moving fast and transforming the overall business.

Q What are you keeping an eye on during the second half?

A We have a lot going on. My North Star mantra continues to be innovate constantly, execute flawlessly, deliver consistent results. If we take this mindset to everything we do, IDG will continue to transform and cement itself as the leading global tech media, data, and services company. As we look at the media market, issues like mobile, viewability, data, demand generation, brand expansion, marketing services, programmatic, and video continue to excite me. Also, topics like DevOps, IoT, API economy, digitalization, 3D printing, robotics and security are fascinating areas where IDG can potentially engage and build new audiences while creating new revenue streams. The market is rich with opportunity. We just need to grab it.

Q I recently read about the sale of IDG Germany's games businesses. Can you talk a little more about this sale?

A [IDG Germany President & CEO] **York von Heimburg** and team did a magnificent job of building an incredible business in the gaming and entertainment arena. As IDG looks to focus on expanding our B2B and B2C position on a global basis, focusing on our core initiatives is key. IDG Entertainment has found a terrific home in Webedia, and I believe this will be a win-win for everyone involved. [More on the sale here.]

Q IDG U.K. Managing Director Kit Gould recently added responsibility for management of IDG Sweden. Can you provide an update on how that new arrangement is working?

A **Kit Gould**, **Toby Hurlstone** [international controller, IDG Communications], along with the entire Swedish team are doing a magnificent job of resetting IDG Sweden. The newly announced management team coupled with streamlined processes and clarity of goals are going to allow IDG Sweden to quickly bounce back and deliver the value and results that we all expect.

Q I have heard you say that IDG's traditional above the line revenue — derived from print/online/events — will soon be surpassed by below the line revenue such as demand gen, SMS and data services. Can you explain?

A As our customers continue to evolve their buying patterns from brands to audiences, it is imperative that IDG continue to build out our below the line offerings. Below the line offerings are revenue streams that do not necessarily need to be brand affiliated. Examples of this are demand generation, marketing services and data. In the U.S., 54% of our overall revenue is below the line as compared to only 22% internationally. Increasing our relevance with customers along with growing profitable revenue can be accomplished by having a healthy balance between both of these buckets.

Q IDG recdently held its International Managers Meeting (IMM) in Scotland. Can you talk about some of the key themes/areas of focus?

A Growth!!!! We focused entirely on how IDG Communications will continue to grow our audiences, technology, revenues, data expertise and talent. While we continue to make structural changes at IDG to make it increasingly easy to do business with the company and enhance our ability to provide consistency of capabilities on a global basis, the real opportunity is getting IDG Communications to grow. This is the basis of everything we are doing right now.

Q I've heard you say that viewability is one of several key areas IDG must focus on. Why is this so important?

A Because this is what our customers are demanding of us. By early 2016 we should expect our customers to be asking us to deliver 100% ad viewability. This will require us not only to understand and measure the viewability of our sites but, more importantly, to deliver sites that are built for 100% viewability.

While at IMM, I couldn't stress enough that every

continued on page 7

IDG Australia's CMO reels in new readers, clients

The emergence of CMOs as technology buyers, influencers and users created an opportunity IDG Australia has been quick to capitalize on. CMO, the company's newest brand, launched in 2013 and has grown steadily both in terms of its audience and companies eager to reach those individuals.

"Given IDG's heritage of producing high-quality editorial products and events for all manner of technology buyers and users, we felt it was important to have a title that could reflect the unique needs of marketers as their function undergoes digital, data and technology transformation," said Associate Publisher and Editor **Nadia Cameron**.

This changing role of marketing within organizations was a second driver for the CMO launch as marketers are being asked to be the voice of the customer and oversee end-to-end engagement. "This big shift requires data, technical skill, business-based metrics and, importantly, a stronger relationship with the IT department."

Cameron said advertiser reaction has been "extremely positive. In addition to numerous mainstream IDG advertisers, CMO has opened the door to a new set of advertisers and sponsors that aren't invested in traditional marketing and ad titles." CMO is 34% ahead of revenue plan for the first quarter of FY15 and more than 100% ahead of profit plan for the same period, according to Cameron.

Online, CMO's traffic has consistently increased since its launch. A year-on-year comparison from April 2014 to April 2015 shows total page impressions per month have grown 61%, while unique monthly users have grown by 70%. CMO also produces a weekly e-mail newsletter, which has nearly 3,000 subscribers. It has just over 3,200 Twitter followers and a "small but flourishing" LinkedIn community. "We share a lot of stories there," Cameron said, "and are finding it a good way to alert some of our very busy readers to the latest pieces on the website."

In 2014, the CMO team produced its first print edition and continues to publish three a year as a tool to drive brand awareness. The print edition has a circulation of 4,000 and 1,527 for its digital edition. CMO also has a distribution deal with Australia's Association of Data-driven Marketing and Advertising (ADMA), which sends the magazine to its top 500 senior marketers.

Asked if CMO has any competition in the Australian market, Cameron said, "It's been interesting just how many people have said we are filling a gap that existed for marketing technology coverage, as well as stories on modern marketing leadership."

She said CMO's editorial differentiates itself from competitors' with a focus on marketing strategy and leadership from the brand leader's point of view; a recognition of CMOs as customer-engagement custodians; in-depth features on business thinking, innovation, skills development and technology/digital trends; the relationship between CMOs and CIOs; detailed case studies of brands deploying and using marketing and ad technology; and interviews with leading CMOs.

Events are "a major focus and a vital revenue driver for the CMO brand," Cameron said. CMO has secured a regular series of roundtables this year, and several of the sponsors — which have included Adobe, Teradata and Twitter — are vendors that have not previously advertised with more traditional IT titles in Australia. CMO's biannual Executive Connections event series is done in partnership with ADMA in Sydney and Melbourne. A breakfast event, it brings together CMO and CIO audiences to discuss key issues that affect both areas. The format has been "highly successful," Cameron said, adding that she and her team are looking into other event formats and ideas.

"There's no doubt CMOs are in the hot seat right now," Cameron said. "But for those willing to learn, adapt and embrace technology and data, it's a fascinating time full of opportunity. And that's what CMO is all about."

Contact Nadia Cameron. ■

IAN SHARP

The CMO team is a cross-departmental one at IDG Australia. (L-R): Account Director ***Rebecca Cohen****; Event Manager* ***Chanelle Tan****; Lead Designer, Online* ***Kelvin Tse****; Associate Publisher and Editor* ***Nadia Cameron****; Event Manager* ***Julian Webster****; Services and Marketing Manager* ***Hannah Richardson****; IDG Australia Online Director* ***Andrew Widjaja****; IDG Australia Enterprise President and Publisher* ***Barbara Simon****; Senior Journalist* ***Azadeh Williams****; and Creative Director* ***Fletcher Guinness****.*

Job Spotlight

On the job: CIO Engagement Strategist

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional On The Job series is designed to provide insight into what our colleagues are up to.

Name Lauren Fiorentino

Title CIO engagement strategist, CIO Executive Council

What a CIO engagement strategist does My main responsibility is to ensure that our clients are aware of what we offer and are engaged with us. This can mean recruiting for our regional Leadership Exchange events, facilitating peer conversations that relate to business initiatives of our customers and increasing awareness of our new online community, the CEC Exchange. I work collaboratively in a team environment that is set up by geography; my focus is on West Coast clients.

The services I provide and who my customers are The most important service is communication. All CIO's are faced with the very real possibility of being disrupted and transforming their business in the era of the 3rd Platform, which is built on cloud, mobile, social and big data. The questions they are trying to answer are sometimes very strategic, sometimes very tactical, but always crucial. We connect them with their peers to learn from each other, and we keep them informed of the ways that the CEC can help them with their transformation. By focusing on those people who are one or two levels below the CIO, we are spreading awareness of the CEC and increasing our value. We may work very closely with a chief of staff, CTO or SVP of enterprise architecture or shared services.

Key skills required for my job Strong relationship building skills. I interact with dozens of people every day, internally and externally. Sometimes I work directly with CIOs, and sometimes I work with their admin or direct reports. I also partner with every department in the CEC. We are collaborating on events and process improvements, as well as focusing on the new CEC Exchange community platform. I have to to multitask, switch gears quickly, see things from the clients' perspective and communicate that across the teams I work with.

A typical day The days are determined by the projects, events and communications we have going on. I can do a lot of outreach about events, or I can do research to make strategic introductions between clients. My role is fairly new to the Council team, and a primary focus of it, in addition to creating awareness and consumption of our services, is building out data analytics capabilities and harnessing our data to drive new programs/service offerings.

JOE MOLA

CIO Engagement Strategist ***Lauren Fiorentino****, based in Framingham, joined the CIO Executive Council in 2013.*

Best part of my job The best part of the job is that it is still a new role and a new team. My teammates and I get to help shape the role, and when things aren't working we can change it up and try something else.

Most challenging part of my job The best part is also the most challenging. Things are new and still a bit undefined. It is critical to see the challenges in a positive light and work toward the solutions. The biggest challenge is sometimes being open to new ideas and new ways of doing things.

A job issue I'm dealing with that I'd like to know how colleagues at other business units are handling I am very interested in how other business units are using tools other than email and phone to communicate with their clients. What kinds of new technologies do they use to capture the attention of clients and communicate critical information to them?

A recent accomplishment I am proud to be involved with our new DEMO CIO Council. This is a new offering focused on emerging technology, innovation and disruption. I am partnered with other stakeholders to build out this community and increase engagement with these clients. It's a fun, exciting group, and I'm learning a lot about how to build a new product from the ground up.

What my colleagues would be surprised to learn about me I have a master's degree in political science, I know all the words to "Shoop" by Salt-N-Pepa, and I met my husband on Match.com 11 years ago. ■

noteworthypeople

Promotions

Brown

IDG WORLD UPDATE

IDG Consumer & SMB's **TechHive** Senior Editor **Michael Brown** has been promoted to executive editor. "As TechHive's editorial lead, Michael has poured his heart and soul into the site, helping it transition from a general consumer-tech site to a much more focused site covering smart home and home entertainment products," said **Jon Phillips,** editor-in-chief of PCWorld, Macworld, Greenbot and TechHive. "The site is also becoming a great resource for news and reviews of home automation gear, home security products and high-tech appliances. Michael joined PCWorld as a full-time senior editor in 2012, mostly focusing on laptop and networking hardware reviews, but he's actually been cultivating expertise in connected home and home entertainment hardware for many, many years. There are very few journalists dedicating themselves to the high-tech home beat, but that's Michael's passion, and he's in a small, elite circle of experts. I should also point out that Michael is TechHive's sole employee. He writes the lion's share of the content and edits practically all the freelance material that appears on the site." mbrown@idgcsmb.com

Neagle

Network World Assistant Community Editor **Colin Neagle** is now senior community editor. "Colin has done a fantastic job over the past couple of years transforming our fledgling blogger program from a hit-or-miss operation to a consistent powerhouse," said Network World Features Editor **Neal Weinberg**. "Network World blogs average nearly 900,000 page views per month. When Colin took over, we had dozens of external bloggers who contributed on a sporadic basis. Colin methodically went through the list, weeded out underperformers, set standards and goals for our core group of regular bloggers and then went out and recruited superstars that consistently rank among the top performers on our site. Last year, Colin showed extraordinary patience and skill in transitioning the blog team to the new CMS. His own blog posts and feature stories added up to nearly 1M page views in 2014. Colin manages to find time to write about ransomware, wearables, Internet of Things, 3D printing and other emerging technologies. He also covers DEMO and CES. Colin juggles all these duties with great aplomb." cneagle@nww.com

New employees

Moreau

Previously a production intern with Heinemann Publishing, **Sean Moreau** joins **Computerworld** as an editorial intern where he is responsible for editing news and feature articles and managing various social media networks. Currently a graduate student at Boston's Emerson College studying publishing and writing, he is a magna cum laude graduate of the University of New Hampshire with a B.A. in English and journalism. In his free time he enjoys video games, Apple-related technology and binge watching TV series on Netflix. smoreau@computerworld.com

Michala Harris joins **IDG Strategic Marketing Service**'s Framingham, Mass., office as a social media intern. Currently a student at Providence College in Rhode Island, she hopes to pursue a career in social media marketing in fashion. mharris@idgcommunications.com

Returning employees

Frank

IDG WORLD UPDATE

Previously a three-time Macworld intern, **Blair Hanley Frank** returns to IDG as a U.S. correspondent with the **IDG News Service**'s San Francisco office where he will cover Microsoft and other enterprise productivity firms. He was most recently Bay Area correspondent with Geekwire where he wrote about large technology companies and reviewed mobile apps. He holds a B.A. in English from Whitman College in Walla Walla, Wash. A certified Magic the Gathering judge, he "listens to way too many podcasts." blair_hanley_frank@idg.com

Send information for this section to world_update@idg.com.

IDG Global Media Institute graduates class of 2015

IDG
Joe Howard
IDG
Thomas Alex

IDG WORLD UPDATE

Managers from nine business units around the world gathered in Boston last month for the IDG Global Media Institute, a four-day training program designed to help key leaders learn more about various facets of the company and explore strategic issues and leadership challenges. Seated (l-r): ***Xiang Huang****, VP, IDG China;* ***Mirja Wagner****, director, Database Operations, IDG Germany;* ***Deb Begreen****, senior director, events, U.S. Media;* ***Joe Howard****, VP, IT Systems, IDC,* ***Thomas Alexander****, VP, Engineering, U.S. Media;* ***Ellen Fanning****, Computerworld editor, U.S. Media. (Standing, l-r):* ***Matt Egan****, editor-in-chief, TechMedia, IDG U.K.;* ***Christian Drake****, commercial director, International Sales, IDG Global Solutions;* ***Luc Borg****, publishing director, IDG U.K.;* ***Kathy Nagamine****, VP, Business and Market Development, IDC;* ***Josh London****, chief marketing officer, IDG Communications;* ***Julie Ekstrom****, SVP, Business and Revenue Development, U.S. Media;* ***Robert van Loon****, managing director, IDG Netherlands;* ***Debra Becker****, senior director, Event Marketing, U.S. Media;* ***Jason Cunliffe****, VP, Custom Solutions, Thought Leadership and Sales Enablement; IDC;* ***Jon Regan****, VP, Marketing, CIO Executive Council.*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Debbie Waters *IDG International Publishing Services*

31
Mitch Betts *U.S. Media*

28
Susanne Kratoschka *IDG Germany*

27
Deborah Vozikis *U.S. Media*

23
Stephen Lawson *IDG News Service*

22
Michael Carroll *U.S. Media*

19
Steve Traynor *U.S. Media*

18
Kit Gould *IDG U.K./IDG Sweden*
Gabriele Dineiger *IDG Germany*

16
Shunsuke Murahashi *IDC Japan*
Karen Funk *IDG Germany*
Verena Ottmann *IDG Germany*

15
Mel Manasan *IT World Canada*
Kolokythas Panagiotis *IDG Germany*
Chris Barnard *IDC Benelux*
Mark Savery *U.S. Media*

14
Horst Ellermann *IDG Germany*

13
Sascha Zäch *IDG Switzerland*
Sascha Mutschler *IDG Germany*
Jan Larsen *IDC Nordic/Denmark*
Ingo Staehle *IDC Central Europe*

12
Satoshi Matsumoto *IDC Japan*
Bo Nordlin *IDG Sweden*
Björn Olsberg *IDG Sweden*

11
Suzanne Denton *IDC*
Margaret Margossian *IDC*
Elizabeth Enriquez *IDC Mexico*
Anne Campbell *IDG U.K.*
Alexander Alexandrov *IDC Russia/CIS*

10
Ryan Patterson *IDC*
Cristina Pasla *IDC Romania*

9
Diego Anesini *IDC Argentina*
Brian Howden *IDC Canada*

8
Miguel Palomero *IDG Spain*
Norah Miller *IDG Sweden*
Rene Schmöl *IDG Germany*
Philip Carter *IDC Central Europe*
Francisco Jeronimo *IDC CEMA*
Rich Hartman *U.S. Media*

7
Barbara Mooser *IDG Switzerland*
Hyuna Kim *IDG Korea*
Rogier Warnink *IDG Netherlands*
Alexandra Gorski *IDG Germany*
Mohamed Hefny *IDC CEMA*
Marta Munoz *IDC Spain*
Emily Hart *U.S. Media*

6
Desere Cowin *IT World Canada*
Jutta Eckebrecht *IDG Germany*

5
Cristina Knellinger *CIO Executive Council*
Joris Peterse *IDG Netherlands*
Steven Dijkerman *IDG Netherlands*
Lauren Broussell *U.S. Media*
Lise Fracalossi *U.S. Media*
Joan Joly *U.S. Media*

4
Kim Pisano *IDG List Services*
Karyn Murphy *IDG Strategic Marketing Services*
Kat Neal *IDG U.K.*
Burhan Dzeladini *IDG Germany*
Maximilian Kwapil *IDG Germany*
Paul Black *IDC META*
Jillian Hall *U.S. Media*

3
Rebecca Hamilton *IDG Connect*
Matthew Vickers *IDG Connect*
Christiane Stagge *IDG Germany*
Julia Gleissner *IDG Germany*
Abdelhak Khalil *IDC META*

2
Daisha Hart *IDC*
Patricia Gil *IDC Mexico*
Simon Gröflin *IDG Switzerland*
Edward Longmate *IDG U.K.*
Anja Thönes *IDG Germany*
Umer Kassim *IDC META*
Kirsa Larson *U.S. Media*
Susie Ochs *U.S. Media*

1
Atsushi Kikuchi *IDC Japan*
Andrei Charniauski *IDC U.K.*
Jakob Lackner *IDC Austria*
Simon Rodd *IDC U.K.*
Kania Katarzyna *IDG Poland*
Emily Taylor *IDC Canada*

All business units are invited to send information for the anniversary column as well as news about newly hired, and promoted employees. Photos are most welcome. Please send all information to world_update@idg.com.

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One on One

business leader at IDG must be focused on this for it is not a question of if but when. In the U.S., the Media Rating Council has set a viewability standard of 70% for this year, but this will change to 100% by 2016. I predict internationally that once a standard is set, it will immediately go to 100%. [See more from Michael Friedenberg on this topic here.]

Q IDG has been undergoing significant changes in numerous areas of the company. Can you talk a bit about what has been accomplished in the first half of FY15?

A It has been a very busy 180 days, and I am very proud of what we have accomplished in a short amount of time. Some of the highlights are the reorganization of U.S. Media, centralization of IDG Connect, creation of a global digital ad stack, launch of IDG.tv and Sales Sonar, and exceeding first-half plan. Just think where we will be 180 days from now!

Q I've heard that one of newly hired IDG CMO Josh London's key undertakings will be elevating the IDG brand (as opposed to the individual brands) on a worldwide basis. Why?

A In meeting with customers across the globe it is very apparent that IDG is perceived as a house of brands rather than a branded house. As customers move to purchasing audiences it is imperative that they see IDG as the best place to turn when the want to reach the most influential audience of tech buyers. Josh has been brought aboard to help refine IDG's story and overall market presence. It is a very dynamic time in technology and media, and we have a unique opportunity to elevate IDG's voice and presence in the market. Stay tuned for it will be fun.

Q As you continue to host lunches for small groups of employees, are you finding any questions/themes that come up repeatedly?

A Hands down, some of the most enjoyable moments I have had over the past 18 months in this role have been during these get-togethers. To listen and learn from everyone is such a tremendous honor, and I continue to be amazed by the talent we have at IDG.

Some common conversations have been: how the media market is evolving, how and where IDG Communications will grow, how can we accelerate, what new areas will we expand into, how will we grow our talent, what keeps me up at night, which competitors should we be keeping an eye on, what are customers sharing with me, how can we make it easier for a new employee to navigate IDG, how will we continue to leverage technology, are we winning, what media trends are exciting to me, how is venture capital changing the media landscape, what obstacles stand in our way to achieving our goals, etc. They are fascinating conversations, and I very much look forward to doing many more in the weeks and months ahead. ■

unsunghero

Valerie Potter

Managing Editor, Features

Computerworld

Computerworld Editor ***Ellen Fanning*** *named Managing Editor, Features* ***Valerie Potter*** *her team's Unsung Hero. "Val's ability to draw together a team — and get the very best from each member — was on full display last year when she played key point-person for Computerworld's transition to Apollo and our new site design. Val's ability to understand the day-to-day needs of our editing team, as well as view the new site's functionality from our readers' perspective, enabled her to effectively communicate between the development team and our own editorial team. It's hard to imagine a more detail-oriented, upbeat, proactive, tech-savvy professional than Val. She has an amazing connection with our readers and has earned the admiration of the entire Computerworld team."*

Home San Francisco

Career path My entire IDG tenure has been at Computerworld. I started as a features editor, became assistant managing editor/features a few years back and have just been named managing editor/features.

Primary job responsibilities I assign, edit and build feature stories and special reports online, and I work with Computerworld's other features editors to maintain a steady launch schedule for top-quality features and reviews. I'm also CW's point editor for site enhancements and CMS-related troubleshooting.

Three things I do in a day's work
- Work on at least one long-term project, whether it's brainstorming questions for a survey, editing a feature package or testing a new site enhancement.
- Coordinate CW's top stories for the following morning with our news editors, and do final quality checks on soon-to-launch features.
- If I'm lucky, I might have time to edit a story.

What I love most about my job My amazing co-workers. Every day I see colleagues stepping up to help each other out. I love being a part of that.

IDG WORLD UPDATE

Managing Editor, Features ***Valerie Potter*** *joined Computerworld in 2006 and has spent her entire IDG career there.*

A hot-button issue that I'm dealing with on the job I've just started working with colleagues at our sister sites CIO and CSO to collaborate on some of our original research projects — helping each other with outreach, sharing survey results that can be developed into feature stories and so on.

Latest accomplishment Launching Computerworld's IT Salary Survey 2015 special report on our website and in our May digital magazine.

What I'm doing to be a better employee At Computerworld we're undergoing a big push to launch more videos. This is a completely new area for me, so I'm trying to wrap my brain around what types of videos our audience is interested in and the best ways to get them created.

Interests outside the office Trying new foods and getting outside — and the Bay Area is a great place for both.

What others can't tell just by looking at me I once had a delightful phone conversation with the great blues musician Taj Mahal, and a decade later I'm still starstruck.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Valerie Potter *Computerworld*

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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IDG Enterprise awards honor outstanding editorial, design

The winners of the IDGE Editorial and Design Excellence Awards — known as the Idgies — were determined by two judging panels.

SEE MORE ON PAGE 4

Also inside

New management team appointed at IDG Sweden

IDC Canada sign co-sponsor for this year's Directions

IDG U.K., Macworld U.K. short-listed for awards

IDG Connect builds visibility, revenue through participation in vendor-sponsored events.

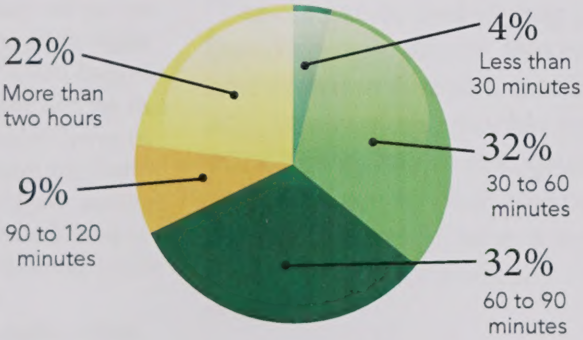
SEE MORE ON PAGE 8

Celebrating 20: IDG Germany's Sabine Meyer treks through Sydney, Australia and New Zealand.

SEE MORE ON PAGE 9

Question of the week results

How much time do you spend each day commuting to and from work?



Log on to www.idgcentral.com to vote on this week's question:

How frequently are you on an airplane?

CLICK HERE

Service with a smile

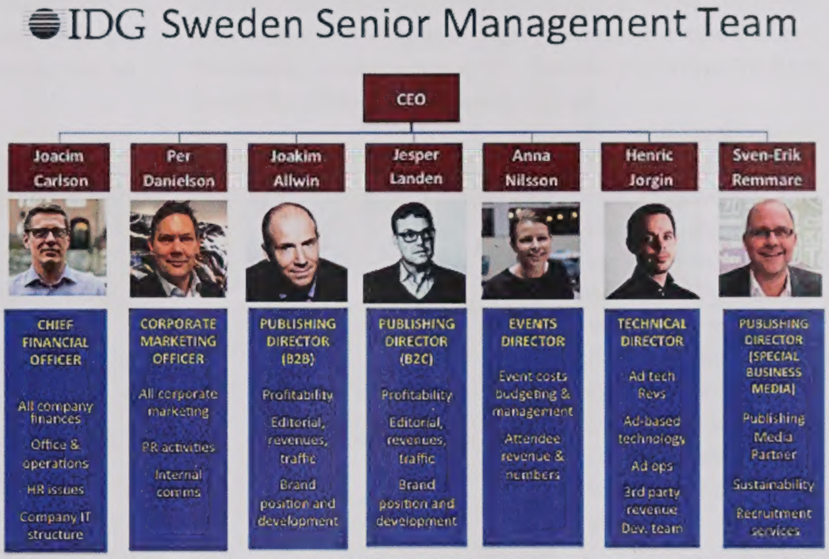
MARTIN FÄLTSTRÖM

IDG U.K. and IDG Sweden CEO Kit Gould assumed responsibility for the Swedish business unit in March and now tries to spend two days a week in the Stockholm office. Here, he plays bartender at an all-company after-hours gathering in the IDG Sweden office lobby.

New management team will lead IDG Sweden

Kit Gould, CEO of IDG U.K. and IDG Sweden, has appointed a new management team to lead the work of developing the Swedish business. The objectives are to transform the company into a fully digital and events-based business by focusing on the high-growth areas of data driven programs, marketing services, demand generation, face-to-face activities and third-party revenues.

"I see a great underlying potential in our Swedish operations. We have many talented and creative people, terrific client relationships and an excellent market position. These appointments are designed to create a cohesive senior management team that will drive activities to where we see the greatest revenue opportunities," said Gould.


IDG Sweden Senior Management Team
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Joacim Carlson
Per Danielson
Joakim Allwin
Jesper Landen
Anna Nilsson
Henric Jorgin
Sven-Erik Remmare
CHIEF FINANCIAL OFFICER
All company finances
Office & operations
HR issues
Company IT structure
CORPORATE MARKETING OFFICER
All corporate marketing
PR activities
Internal comms
PUBLISHING DIRECTOR (B2B)
Profitability
Editorial, revenues, traffic
Brand position and development
PUBLISHING DIRECTOR (B2C)
Profitability
Editorial, revenues, traffic
Brand position and development
EVENTS DIRECTOR
Event costs budgeting & management
Attendee revenue & numbers
TECHNICAL DIRECTOR
Ad tech Revs
Ad-based technology
Ad ops
3rd party revenue
Dev. team
PUBLISHING DIRECTOR (SPECIAL BUSINESS MEDIA)
Publishing Media Partner
Sustainability
Recruitment services

*IDG Sweden new management team members include **Kit Gould**, CEO, and (l-r): **Joacim Carlsson,** CFO; **Per Danielson**, CMO; **Joakim Allwin**, publishing director (B2B); **Jesper Landen**, publishing director (B2C); **Anna Nilsson**, events director; **Henric Jorgin**, technical director; and **Sven-Erik Remmare**, publishing director, special business media.*

The team has a clear bias towards younger individuals who have demonstrated a focus on these new high-growth areas and now have the full control of their respective areas and a clear brief to develop these successes further, Gould added.

The immediate priority is for the new team to structure their individual groups and establish new guidelines, reporting structures and processes. Collectively the team will look to introduce optimal ways for the groups to work together.

The enterprise division will be moving to 100% digital and events beginning in June with the shuttering of Computer Sweden and TechWorld print editions so the online focus is undistracted, Gould said.

Joakim Allwin, publishing director B2B, has appointed **Lottis Bergson** as the new chief content officer, B2B, for all the enterprise sites. "Lottis is a veteran of IDG Sweden, knows the brands intimately — CIO, Computer Sweden, TechWorld, Internetworld, IDG.se and Executive Report — as well as fully understanding the editorial processes. Lottis will be tasked to grow the individual sites' traffic and develop the each brand's positioning and editorial mission," said Allwin.

A similar position on the consumer side has been created by **Jesper Landen**, publishing director B2C, who has announced that **Mikael Lindqvist**, chief content officer, B2C, will take up the corresponding responsibilities for all the B2C online brands, which include the PC for Alla, Macworld, M3 and Studio brands.

"I am really delighted with the new team," Gould said. "There is a lot of hard work to do over the next few months, but we now have a great team to lead the next stage of IDG Sweden's development to complete the digital transformation and achievement of the company's financial goals." ■

> "I see a great underlying potential in our Swedish operations. We have many talented and creative people, terrific client relationships and an excellent market position. These appointments are designed to create a cohesive senior management team that will drive activities to where we see the greatest revenue opportunities."
>
> *Kit Gould*

IDC Canada boosts awareness, reach by signing a co-sponsor for Directions

In a bid to boost brand awareness, its standing as a thought leader and its audience reach, IDC Canada partnered with ITAC (Information Technology Association of Canada) to co-sponsor this year's Directions 2015 Canada conference, held on April 30 in Toronto.

With more than 150 attendees, the day featured two keynote speakers — Sheldon Levy, president and vice-chancellor, Ryerson University, and **Vito Mabrucco**, senior VP, IDC — both of whom spoke about the need to innovate.

After the keynote speakers, IDC Canada's **Nigel Wallis**, director, Vertical Markets, enlightened the crowd about the Internet of Things. This year's format included two rounds of breakout sessions led by senior IDC analysts, highlighting several popular topics including security, mobile payments, mobility, smart cities, wearables and retail.

Another new feature of the conference, were two breakfast briefings held before the main session got under way. These sessions focused on sales enablement and partnerships, which were well attended despite the early start time. An informal networking lunch with the analysts was also added to the agenda and appeared to be very popular with participants, said **Barbara Hall**, director, Marketing and Operations at IDC Canada.

*IDC Senior VP **Vito Mabrucco** delivered one of two keynotes at Directions 2015 Canada.*

*IDC Canada GM and Group VP **Lars Goransson** welcomes attendees to last month's event.*

*IDC Canada Senior Analyst Consumer and Mobile **Emily Taylor** led a breakout session on the wearables market.*

*IDC Canada GVP Research **Tony Olvet** introduced the CIO panel by sharing five things CIOs need to know about the IT buying environment.*

David Senf, IDC Canada VP, Infrastructure Solutions Research, kicked off the afternoon with his presentation on the Canadian cloud economy. IDC Canada's **Tony Olvet**, group vice president, Research, set the stage for the CIO panel discussion by telling the crowd five things CIOs need to know. The conference ended with a highly engaging CIO panel, moderated by **Ron Babin**, research advisor, IDC, featuring CIOs from TD Bank, FundSERV, AIMIA and Microsoft Canada.

With co-sponsor ITAC picking up all the hard costs (venue, food, etc.), IDC also benefitted from the partnership by expanding its reach to its target market of ITAC members, explained Hall. She noted that the partnership also includes co-sponsorship on three breakfast briefings this year.

IDC Canada and ITAC are very pleased with the partnership, and it will likely be extended into FY16 to include four more co-sponsored events, Hall said.

"The feedback from attendees was excellent," Hall said, with the overall event earning a rating of 3.75 out of a possible 4, "which let us know that all of our hard work and preparation really paid off."

IDC Canada kept the Directions buzz alive following the event by creating a PowerPoint-based memory for participants featuring photos from each of the day's presentations, which was promoted to IDC Canada's LinkedIn and Twitter followers. The link was also posted to SFDC/Chatter (the company's internal social portal), and it will be included in next month's client newsletter.

For more information, contact Barbara Hall. ■

IDG Enterprise awards honor outstanding editorial, design work

IDG Enterprise held its annual editorial offsite meeting earlier this month in Falmouth, Mass. A highlight of the meeting is the presentation of the group's annual IDG Enterprise Editorial and Design Excellence awards, otherwise known as the Idgies.

"Each year, it gets more difficult for our judges to select winners in the Idgies," said U.S. Media SVP and Chief Content Officer **John Gallant**. "There is so much great content — really nicely targeted at each brand's specific audience — and so many new ways to deliver and promote that content. Our editorial teams understand the needs of their readers and choosing among the many terrific stories is a real challenge. We're seeing great innovation in video, social media, registered content, design. It's really encouraging to see people bringing to life **Pat McGovern**'s original — and still brilliant — philosophy of quality content for quality audiences." Below is a list of this year's winners, as determined by two panels of judges (see sidebar on page 6) along with exerpts from Gallant's remarks.

Editorial awards

Best Single News Story
Pat Thibodeau, senior editor, Computerworld, "Southern California Edison IT workers 'beyond furious' over H-1B replacements"

Thibodeau

Pat is the expert when it comes to coverage of the hot-button H-1B visa, and his authoritative understanding of how this issue affects IT workers was never clearer than in this February story about Southern California Edison. The story highlights the worst-case scenario for IT workers: They're being laid off and have to train their replacements — H-1B visa holders who will be taking American jobs. The story was picked up and referenced on the Senate floor by two U.S. Senators (one of whom called out our reporting on the issue, along with stories from the LA Times) and drew comments from the members of the House of Representatives. This is a story that is having a real impact on public policy, a testament to Pat's dedication and determination to showcase the flawed H-1B program.

Best Ongoing Coverage
Pat Thibodeau, senior editor, Computerworld, Coverage of H-1B/outsourcing

Pat is without peer when it comes to covering the H-1B visa debate, and his extensive coverage throughout 2014 and into 2015 moved beyond esoteric policy discussions to show our readers exactly how the program is being used — and abused. His stories included a detailed look from the viewpoint of one anonymous IT pro who had to train his own replacement to ongoing coverage of the Southern California Edison worker replacement brouhaha to the debate in Congress. What sets Pat's reporting and writing apart from other publications' work is that he always keeps in mind the IT workers who will be most affected by the program.

Best Feature Story
Tom Kaneshige, senior writer, CIO.com, "Think deleted text messages are gone forever? Think again."

A former federal prosecutor and cybercrime expert tells CIO.com how IT departments can retrieve text messages that the user thought were deleted months or even years ago. As more litigation and investigations turn on the content of texts, every CIO needs to know how to find the smoking gun. There is no doubt that privacy is a hot-button topic, and this is the area of debate in Tom Kaneshige's article. Tom shines a spotlight on what is a blind spot in today's IT world and looks at the tools and know-how used by forensic experts to harvest long-deleted information from an array of widely used mobile devices and apps.

Best Staff Blog (tie)
Paul McNamara, news editor, Network World, Buzzblog

McNamara

Paul offers readers an eclectic mix of serious technology-related topics and amusing ventures into the corners of Internet culture. Paul mixes perspective, wit and a lyric writing style that both engages the audience and keeps them coming back for more.

Ragan

Steve Ragan, senior staff writer, CSO, Salted Hash
As CSO's signature blog, Salted Hash is our most popular and respected blog. Under Steve's ownership that blog has more than tripled its readership in less than 24 months. The readers of Salted Hash respect his opinions, as Steve is a former security professional himself who offers insight from working in the trenches. Researchers and other readers outside of the corporate world read his works because of his hacking background and his direct approach to news and related topics.

Best External Blog
Sandra Henry-Stocker, ITworld, Unix as a Second Language

Sandra jokes that she "speaks Unix as a second language," but the loyal readers who follow her (and hang on her every word) know better: Sandra is a Unix native. In her blog she shares hard-earned wisdom, tricks of the trade and a long view of the vital role of the sysadmin. She is the mentor and coach that all IT pros wish they had, and her passion and undying interest in all things Unix shines through in every post.

Best Team Effort

Amy Bennett, **Steve Sauer, Rob Mitchell**, ITworld: "Cram Session: File Sharing and Synchronization Software"

Bennett

This started with a great name, "Cram Session," and ended with a new twist on the standard editorial white paper. For folks not entrenched in the world of sponsored editorial white papers, most of the enterprise brands create a number of them throughout the year. Sales loves to sell them because they hit on all the hot topics, but they are a lot of work on the edit and design side. The goal with Cram Session was to a) create a template that played to ITworld's story — peer advice wrapped in a fun to read, whimsical package — and b) create a template that could cut back on the design time each month by using interchangeable content modules. Amy, Steve and Rob hit this out of the park the first time at bat with crisp writing and a gorgeous design.

Sauer

Best Social Media Outreach

Bob Brown, online executive editor, news, Network World

Brown

Bob talks the talk by leading the IDG Enterprise Social Media Task Force, but he also walks the walk, constantly leveraging tools like Reddit, Facebook, LinkedIn, Google+ and Slashdot, launching Network World's Instagram and Snapchat accounts and experimenting with the latest social tools like Meerkat. He also wrote about the best Enterprise IT Instagram accounts.

Best Review or Product Test

Al Sacco, senior editor, CIO.com: "BlackBerry Classic Review: A Killer Smartphone for Keyboard Lovers"

Al Sacco is well-known in the mobile tech world for his coverage of the latest mobile devices and platforms and for his in-depth and insightful product reviews. Sacco is a former BlackBerry beat writer, and his knowledge of the Canadian company and its products shows in his evaluation of the much-anticipated BlackBerry Classic smartphone. BlackBerry gave the device to Sacco weeks before its official release, and CIO.com's review was one of the first to hit the Web, going live just as the device was officially announced at a launch event in New York City. The evaluation is impressive in its breadth and attention to detail and clear expertise, as well as its use of multimedia, including professional photography and in-house video. The piece is perhaps most notable for Sacco's unbiased take on a high-profile product from a company that's frequently the butt of jokes in the modern tech world.

Sacco

Best Slideshow

Woody Leonhard and **Jason Snyder**, InfoWorld: "25 Years of Office Roadkill"

Woody Leonhard is the closest member of InfoWorld's extended family. His content drives more traffic than that of any other author on the site, reflecting his keen insight into the Microsoft admin's mentality. This slideshow, however, was purely fun stuff — a clever historical look at all the software companies Microsoft destroyed in its climb to the top. It delivered 169K page views.

Best Video (tie)

Lauren Brousell, senior writer, CIO and **Keith Shaw,** multimedia content editor, IDG Enterprise: NASA's Jet Propulsion Lab (JPL) site visit

Shaw and Brousell

Lauren and Keith made a side trip from a CIO event in Los Angeles to visit nearby JPL, which has a plethora of leading-edge IT projects to support space missions such as the Mars Rover. This video report features interesting visuals plus interviews with the CIO and CTO covering a wide range of topics, including cloud computing, data analytics, Oculus Rift VR and a workplace geared toward innovative thinking. There was also a news angle: a new satellite launch to improve flood predictions and drought monitoring on earth. Lauren showed a lot of initiative to arrange and report this site visit, which resulted in a jam-packed, visually interesting and informative video.

Sharon Gaudin, senior writer, Computerworld, and **Keith Shaw**: Road to DARPA Robotics Finals

After the DARPA Robotics Challenge Trial event in December 2013 that Computerworld covered, Sharon and Keith discovered that one of the finalists was a team from Worcester Polytechnic

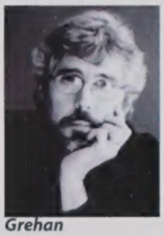
Institute. They discussed the idea of following the team as they prepared for the finals (to be held June 2015 in California), readying their robot for new challenges that the finals will bring. This series of videos and articles showcases the preparations, setbacks and advances the team is making.

Best Insider Story or Package (tie)
Rick Grehan, contributing editor, and **Doug Dineley,** executive editor, reviews, InfoWorld: "Review: The big 4 Java IDEs compared"

Rick Grehan's comparison of four Java IDEs is written by a Java developer for a Java developer — and the decision to gate it — won InfoWorld nearly 2,000 registrations. This is a "tough but fair" review by an author in tune with what modern Java developers need.

Steven J. Vaughan-Nichols, contributing editor, and **Amy Bennett**, managing editor, ITworld: Container wars: Interesting times ahead for Docker and its competitors

Steven Vaughan-Nichols has covered container technology in a lot of different ways, and it's wrapped up here in this one package for Insider with a look at what we're going to see in 2015, and why Docker isn›t the only game in town.


Grehan

Dineley

Vaughan-Nichols

Bennett

Mike Bucken Award for Editorial Excellence
Jodie Naze, editor-in-chief, ITworld

In previous years, this award was called the Chief Content Officer's Award, but it has been renamed in honor of the late Mike Bucken, who served as news editor at Computerworld for many years.

"Mike embodied what this award is all about: a commitment to editorial excellence and going above and beyond your own brand to help move IDG Enterprise editorial forward," noted Chief Content Officer **John Gallant**.

Naze

"Jodie embodies those attributes. She has been an outstanding steward of the ITworld brand and has worked closely with a small team of staff and contributors to produce great results over the years. In addition, Jodie has personally shepherded IDG Answers through its lifecycle. Answers was an ITworld-only feature from its inception three years ago up to its relaunch in October as a service for all our Enterprise brands (and ultimately our consumer brands as well). Jodie has helped steer the design, structure and management of IDG Answers and is helping IDG build a community-driven content resource that holds a great deal of promise for name capture and targeted traffic. All of this has required many extra hours, lots of extra work and a fair amount of extra stress. Beyond all of this, Jodie works very closely with sales to advance the mission of ITworld and help create new advertising products, and she is a trusted member of my management team."

Design Awards

Montgomery

Best Cover (print/digital)
April Montgomery, art director, IDG Enterprise
(Computerworld: Combating the Diversity Dearth)

Best Feature Opener (print/digital)
Terri Haas, art director, IDG Enterprise
(CIO magazine: The New Math for CIOs)

Haas

Best Image-Based Slideshow
Terri Haas
(CIO.com: People We Love to Hate on Social Media)

Best Text-Based Slideshow
Steve Sauer
(Network World: Tech's top-paid CEOs)

Best Digital Asset
Steve Sauer
(Computerworld Digital Spotlight: Getting Smart about Mobile Security)
Overall Best Designer (by cumulative points) – **Terri Haas**

Judging panels

Idgie Editorial Judges 2015
Pete Babb, assistant editor, InfoWorld; Sharon Florentine, staff writer, CIO; Jodie Naze, editor-in-chief, ITworld; Val Potter, managing editor, Features, Computerworld; Jon Gold, senior writer, Network World; Ryan Francis, associate managing editor, CSO; John Gallant, CCO, U.S. Media.

Designer2Designer judges
Stephanie Brockway, marketing designer, IDG Enterprise; Kim Han, senior graphic designer/art director, IDG Enterprise Strategic Marketing Services; Caroline Mewing, graphic design specialist, IDG Enterprise; Joe Mola, senior graphic design specialist, IDG Enterprise; Sue Yanovitch, vice president of marketing, IDG Enterprise

noteworthypeople

Promotions

Following an editorial restructuring at IDG Enterprise, there have been several promotions, according to U.S. Media Chief Content Officer/SVP **John Gallant**.

"The CIO/CSO/CW teams will implement a features planning process that enables us to create high-value content that can be used across all three sites," Gallant said. "Editors will identify critical topics of interest to all three audiences and find ways to create in-depth articles that, while sharing a common core, are customized to benefit all readers. Doing this will enable us to achieve a much higher return on our investment in external content. The teams will also work together on high-visibility projects like the Salary Survey, Best Places to Work, forecast projects and more. The goal here is to maximize the impact of our research-based projects and find ways for the readership of all three brands to get great value from these high-visibility projects. The teams will work together to get the most value from the Insider content we create and collect. By working together on Insider planning, and promotion the teams can maximize the number of Insider signups while reducing the amount of work that goes into this effort."

Computerworld Editor-in-chief **Scot Finnie** has been named editorial director of IDG Enterprise's CIO, CSO and Computerworld brands, and **CSO** Executive Editor **Joan Goodchild** has been promoted to editor-in-chief. "Scot is taking on an expanded set of responsibilities in managing some new, coordinated editorial operations across these brands," Gallant said. "Scot will continue to serve as editor-in-chief of Computerworld, while working with CIO Editor-in-chief **Dan Muse** and CSO's Goodchild.

"Dan, Joan and Scot retain full autonomy in determining editorial direction for their respective brands and for ensuring that they provide the highest value, most useful content for their audiences. Scot will be responsible for ensuring that we institute the shared processes described above and for hitting production and traffic goals.

Finnie

"Scot's promotion enables us to further capitalize on his great skills in building and running great online organizations. Scot joined IDG in April 2006, as online editorial director for Computerworld. He was promoted to editor-in-chief 15 months later and has served in that role since. During his tenure, Computerworld's page views more than doubled and its once separate print and online teams came together.

Goodchild
JOE MOLA

"Joan is a classic IDG success story. She joined IDG in 2008 as a senior editor for CSO web and print operations and she was promoted to executive editor in 2012. In 2013, the two more senior people at CSO left, and Joan raised her hand to take over running the whole show. In the two years she has been running the brand we could not be happier with her performance." sfinnie@computerworld.com, jgoodchild@cxo.com

Fanning

Computerworld Executive Editor, Features and Design **Ellen Fanning** has been promoted to editor of Computerworld. "Ellen has long been among our top managers, not only at CW but also across brands, with her continuing leadership of the design team," said Scot Finnie, IDG Enterprise editorial director. "In this new role, the No. 2 editorial position at CW, Ellen takes on expanded management responsibilities within CW. She will also coordinate the new cross-brand collaborative features effort starting up among CIO, CSO and CW. Ellen is a whiz at developing and managing editorial process. She served for several years as Computerworld's special projects editor, a job that required oodles of organizational talent. She was then promoted to managing editor, Features, a role she excelled at. On a fast track, last year she was promoted to executive editor, Features and Design." efanning@computerworld.com

Mingis
JOE MOLA

Computerworld Managing Editor, News **Ken Mingis** is now executive editor, News and Strategy. "Ken is a master at managing Computerworld's news effort," Finnie said. "Like Ellen, Ken has also been a great contributor across brands as well, sharing his expertise in running news operations with others. As executive editor, Ken will continue to lead CW's coverage efforts and will have a new role devising and communicating new online tactics for everyone at CW. Ken will also coordinate shared news/analysis processes for CIO, CSO and CW." kmingis@computerworld.com

Potter
IDG WORLD UPDATE

Valerie Potter, **Computerworld** assistant managing editor, Features has been promoted to managing editor, Features. "Val is an outstanding editor who will be taking on an expanded role in leading CW's features strategy, given the changes in Ellen's role," Finnie said. "Val's highly developed instinct for what the reader wants, impeccable attention to detail, notable communication skills and sound judgment make her ideal for this new role. Additionally, Val will work closely with editorial colleagues at CSO and CIO, fostering our collaboration on research-based projects — work already under way." vpotter@computerworld.com

New employees

Dušanka Radoničić joins the CEMA Telecoms and Networking group at **IDC Adriatics** in Zagreb, Croatia, as a senior research analyst. She previously worked for Hewlett-Packard in a variety of positions from product marketing to category management. She earned an M.S. in informatics from the University of Zagreb and enjoys running. dradonicic@idc.com

Radonicic

Townsend
PETER SHORT

Michael Townsend joins **IDC**'s Health Industry Insights as research manager, Life Sciences Business Systems Strategies. He was previously general manager, Operations with Adcole Corp. and holds a B.S. in mechanical engineering from the University of Connecticut and an MBA from Babson College and the University of Connecticut. He is a Boy Scout adult leader and a youth basketball coach. mtownsend@idc.com

Tolentino

IDC California has hired **Lisandro Tolentino** as a customer service representative. He previously worked as co-founder, photographer and editor of Loophole Media and holds a B.A. in psychology with a minor in entrepreneurship from Santa Clara (Calif.) University. In his free time he enjoys surfing and continues his work at Loophole Media. ltolentino@idc.com

Nicholson
IDG WORLD UPDATE

Adjani Nicholson joins **IDG Enterprise**'s San Francisco team as an account executive. Previously a sales coordinator with the destination management company Hello Florida!, she holds a B.A. in event management from the University of Central Florida. She recently moved from Orlando "just to try something new." anicholson@idgenterprise.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Michael Deutsch *IDC*

27
Ann Andrisani *IT World Canada*

25
Mandy Tse-Wong *IDG Corporate Services Group*

20
Caryn Bousquet *IDC*

19
Julie Ross *IDC Canada*
Jim Wescott *IDC Canada*
Ann Hall *IDG Australia*

16
Danielle Cyr *CIO Executive Council*

15
Carla Arend *IDC Denmark*
Maurizio Vaglietti *IDC Italy*

12
Ruthbea Clarke *IDC*
Maureen Magee *IDC*

10
Elzbieta Kurtyka *IDG Poland*

9
Victor Chong *IDG U.K.*

8
Eliza Chue *IDG Strategic Marketing Services*

7
Brian Cheon *IDG Korea*
Marc DeCastro *IDC*
Almotaz Salameh *IDC Middle East, Turkey & Africa*
Lissa Piscopo *U.S. Media*

3
Bo Lu *IDC*

2
Delphine Carnet *IDC U.K.*
Eileen Gengan *IDC South Africa*
Rachel Moore *IDG U.K.*
Mollie Moran *U.S. Media*
Jason Allard *IDC*

1
Karan Dixit *IDC Middle East, Turkey & Africa*
Mohamad Sami Shaikh *IDC Middle East, Turkey & Africa*
Merve Vardar *IDC Middle East, Turkey & Africa*
Sonia Hernandez *U.S. Media*
Sheryl Sholock *U.S. Media*
Mengjia Chen *IDC*
Matthew Corral *IDC*

IDG Connect builds visibility, revenue by participating in vendor-sponsored events

IDG Connect, IDG's demand-generation division, is getting involved in more customer-created face-to-face events where organizations are looking for speakers, moderators, chairpersons or co-sponsorship.

"We've seen the need for vendors to be able to give their customers independent counsel and commentary, and this positions the IDG brand as a trusted third-party," said Editorial Director **Martin Veitch**, who has been the primary person at IDG Connect involved in these efforts so far.

Recently Veitch chaired roundtable discussions for CiRBA and F5 Networks that featured senior IT decision makers and business/IT thought leaders and were held over dinner at London restaurants.

Next up, IDG Connect is co-marketing an event with Incisor in which Veitch will chair a video roundtable on the Internet of Things and, for an event with MOVE Guides, Veitch will be a contributor on a panel regarding HR technology.

Veitch

"These events are an opportunity to network, influence decision makers and, where appropriate, develop new revenue streams," Veitch said. Generally speaking, IDG Connect receives a flat fee for participating. "For vendors, this is an opportunity to get closer to customers who want advice from an indepedent source."

While IDG Connect's involvement in customer events so far has been in London, some members of the audiences have been from outside the U.K., including some outside Europe.

"Our misssion is to be part of the discussion about the many ways in which technology is changing the whole world, and we hope to get involved in many more such events all over the globe, in person or virtually," he said.

Write to Martin Veitch. ■

IDG U.K., Macworld U.K. short-listed for Online Publishers Awards

IDG U.K. has been shortlisted as B2B Digital Publisher of the Year and Macworld U.K. as Best Consumer Website in the Association of Online Publishers (AOP) 2015 Awards.

This is the first time that Macworld has been nominated for the AOP Awards and follows the success of the editorial team's win, alongside Tech Advisor group colleagues, as Content Team of the Year in last year's British Media Awards.

"We're delighted that Macworld's transformation into one of the top 15 IT media websites for U.K. audience has been recognized by our peers," said Publishing Director **Simon Jary**. "This nomination demonstrates how far we have pushed the brand through smart, super-focused editorial strategy and a redesigned site that's fit not just for SEO but millions of new readers, too. While other Mac media brands have shut down, we've seen traffic growth of over 500% and shifted the business model from one based on direct sales to the new frontier of third-party revenues and programmatic."

IDG | UNITED KINGDOM

For IDG U.K., this will be the fourth time in five years that the company has been a finalist for Publisher of the Year. The winners will be announced on July 2. ■

celebrating20

Sabine Mayer

Senior key account manager

IDG Germany

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. Sabine Mayer traveled to Australia and New Zealand earlier this year.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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Joined IDG Germany
November 1994

Career path
I started as account manager with Computerwoche print ad sales. Since 2011, I have been a senior key account manager, selling CIO and Computerwoche events.

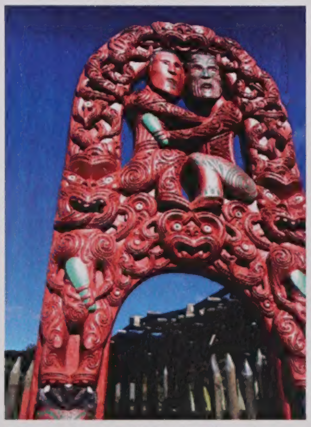
Why I chose this trip
New Zealand has been a dream destination for me for a very long time. The 20-year anniversary at IDG seemed the right opportunity to make this dream come true.

Who you traveled with
I started the trip on my own spending a few days in Sydney, which was fantastic. I then flew to Auckland where I joined a group of 11 people for the tour of New Zealand.

Stunning views from 90 Mile Beach at the northern end of New Zealand; part of it is used as a highway depending on the tide.

The Bay of Islands, a subtropical region on the northern tip of the North Island, is known for its beauty and history.

Traveling by ship in Milford Sound in Fjordland National Park makes you feel like you are in the Norwegian fjords, with a breath of tropics, stunning waterfalls and an incredible mystical atmosphere.



There are 35 Maori tribes in New Zealand, and Rotorua is known for its Maori sculpture and culture.

One of the many highlights was a helicopter ride above the Fox and Franz Josef glaciers and Mount Cook.

I went by boat to Golden Bay and hiked four hours in the Abel Tasman National Park through the jungle and along the beach.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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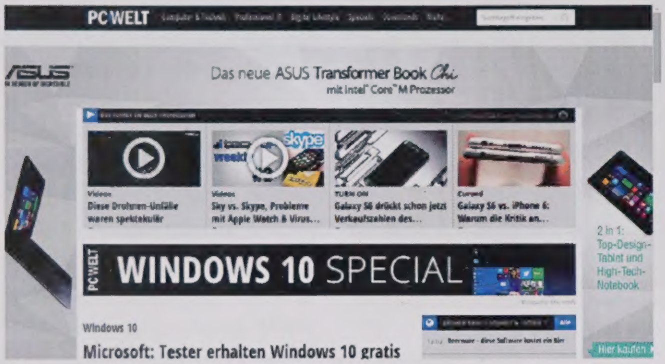
ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | ROOM WITH A VIEW - *page 8*

New top-of-page Outbrain widget drives revenue at PCWelt



Das neue ASUS Transformer Book Chi
mit Intel Core M Prozessor

Videos
Diese Drohnen-Unfälle waren spektakulär

Videos
Sky vs. Skype, Probleme mit Apple Watch & Virus...

TURN ON
Galaxy S6 drückt schon jetzt Verkaufszahlen des...

Curved
Galaxy S6 vs. iPhone 6: Warum die Kritik an...

WINDOWS 10 SPECIAL

2 in 1: Top-Design-Tablet und High-Tech-Notebook

Hier kaufen

Windows 10

Microsoft: Tester erhalten Windows 10 gratis

The new page-top widget capitalizes on users' tendency to scroll up before exiting a page. PCWelt has seen an increase in content-recommendation revenue of 23% in the first month after installing the widget.

SEE MORE ON PAGE 4

Also inside

IDG U.K., Sweden, Germany share best practices around third-party partnerships

One on One: IDC Saudi Arabia's Abdulaziz Al-Helayyil

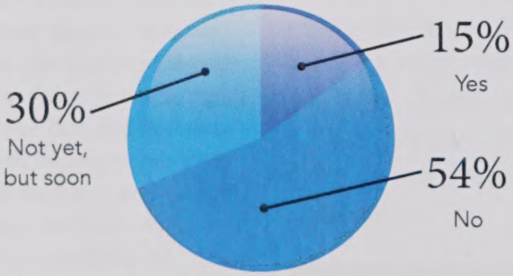
IDG U.K.'s CIO 100 event celebrates leadership

Rooms with a view part two. Several weeks ago the editors of IDG World Update asked colleagues to share the views from their office buildings. Since then, IDC colleagues in Canada, Singapore, Brazil and China have added to the growing collection.

SEE MORE ON PAGE 8

Question of the week results

Have you "cut the cord" and now view TV through online streaming rather than cable?



Log on to www.idgcentral.com to vote on this week's question:

On average, how much time do you spend commuting to and from work?

CLICK HERE

Media coverage on traffic fraud

Publishers and advertisers expect that online content is viewed by human audiences, but unfortunately there are illicit individuals and organizations that use robotic programs to generate false ad views, ad clicks and site visits. Traffic fraud, along with ad blocking and ad viewability, is one of the publishing industry's greatest concerns. Read more:

Understanding online traffic fraud (IAB)

Is the online ad industry cleaning up its act? (WSJ)

Trust issues: How can publishers navigate the opacity of ad exchanges? (The Media Briefing)

How the middle layers of ad tech keep fraud alive (MediaPost)

Viewability and fraud need to be prioritized - then we can talk about programmatic data and transparency (MediaPost)

Who are the fraudsters costing the ad industry billions? (The Media Briefing)

IDG U.K., Sweden and Germany share third-party revenue best practices

Third-party revenue is a growing part of IDG's consumer online business. For the second year and the second time this year IDG staff from the U.K., Germany and Sweden got together to brainstorm new ideas and consolidate reporting, as well as meet contacts from some major partners.

L-R: **Jonas Triebel, Simon Jary, Jesper Landén** and **Ole Evers** at IDG U.K.'s office in London.

DOMINIK TOMASZEWSKI

Hosted by IDG U.K. Publishing Director **Simon Jary**, the group included IDG Germany Tech Media Publisher **Jonas Triebel** and Director, Business Development **Ole Evers**; and IDG Sweden Publishing Director, B2C **Jesper Landén**.

Outside partners invited to speak with the group included Polar, Widespace, Teads, Skimlinks and Kiosked — all of which are interested in developing wider deals with other IDG business units, Jary noted.

"It's great that IDG units are getting so close on revenue partnerships, as it means we can negotiate better terms with third parties," said Jary. "There is still huge potential for all IDG business units in this rapidly growing part of our business."

Noting the importance of having a consistent method and terminology for reporting indirect revenues, Jary observed, "It would help everyone if we reported indirect revenues consistently. Too often such revenue is shoved into a grouping such as 'Other' or 'Misc.' That's no way to treat growing revenue. It's a fact that anything labeled 'Other' or 'Misc.' is not going to receive due care and attention. If it makes decent money then give that source — and category — a name, and then work on constantly optimizing it."

> "It's great that IDG units are getting so close on revenue partnerships, as it means we can negotiate better terms with third parties. There is still huge potential for all IDG business units in this rapidly growing part of our business."
>
> *Simon Jary*

"These meetings give us great insight into each others' strategies and an opportunity to meet with some of our partners who are interested in signing pan-European deals with IDG business units," said Landén, who noted that third-party revenue accounts for two-thirds of IDG Sweden's online consumer revenue. Echoing Jary's comments on the importance of reporting third-party revenue consistently across business units, Landén added, "we agreed on a report format that we will share on a monthly basis, again giving us a unique insight and power with regards to negotiating with clients and partners."

"Taking another deep dive into the mechanics of third-party business with the colleagues from Sweden and the U.K. was again a great and really helpful experience," said Evers. "Simon and Jesper shared a lot of knowledge and expertise with us, not only giving us access to a lot of their data and revenue structure, but also explaining in great detail their third-party business strategies."

Added Evers, "Simon and his team were, as always, great hosts who not only showed us how they work but in which London pub they have their evening beer."

For more information, contact Simon Jary, Jesper Landén, Jonas Triebel or Ole Evers. ■

For more about how IDG U.K.'s affiliate partnership programs are driving revenue click here.

neonOne

bdulaziz
l-Helayyil

IDC Saudi Arabia

IDC's regional director for Saudi Arabia, Kuwait and Bahrain is this week's columnist. Reach him at ahelayyil@idc.com.

> "Our events portfolio is extremely diversified in the Kingdom of Saudi Arabia, and I'm proud of the fact that we have been the pilot country for several key initiatives that have now expanded across the region."

Q What is the tech market like in Saudi Arabia, Kuwait and Bahrain?

A IT spending in the Kingdom of Saudi Arabia (KSA) increased 2.5% year-on-year in 2014 to reach $13.2 billion. The country's IT spending is expected to show positive growth during the 2015–2019 forecast period, averaging out at a compound annual growth rate (CAGR) of 6.6%. While hardware is the biggest category, contributing 70.2% of spending (compared with 20.8% for IT services and 9.1% for software), much of the growth in the forecast period will come from IT services (with an expected CAGR of 12.4%) and software (CAGR of 11.9%) as compared to hardware (CAGR of 3.7%).

Saudi Arabia's IT market is the largest in the Middle East. The Saudi government's ongoing large-scale investments will provide IT vendors with many opportunities across the market, primarily in the communications, government, finance, oil and gas, and consumer verticals.

The Kuwait IT market totaled $2.15 billion in 2014 growing at 14.1% year-on-year with hardware being the main contributor to this growth, expanding at more than 17% YoY. The Kuwait IT market will expand at CAGR 3% through 2019.

The Bahrain IT market totaled $750 million in 2014 growing at 25.4% year-on-year with hardware being the main contributor to this growth expanding at more than 34.7% YoY. The Bahrain IT market will expand at CAGR 7.5% through 2019.

Q What's the mobile market like in your region?

A Overall, for the mobile phone business, the impact to consumer consumption in Gulf Cooperation Council (GCC) countries has been less than the impact to trade. The consumer consumption impact — although not as great as impact to trade — has been more in smaller GCC countries than the larger ones. For example, shipments of mobile phones for the smaller GCC countries like Kuwait and Bahrain declined in Q1 2015 by 10% and 1.6%, respectively, when compared to Q4 2014. The large decline in Kuwait, as a result of the political unrest in the region, is also due to the removal of expats by the government and the decline in oil prices, which have led to a fall in bonuses that were paid out at the end of 2014 in the public sector. However, in contrast, larger markets like Saudi Arabia had an increase of 5% in total mobile phone shipments, mainly due to the growth in smartphones, which increased by 10%. Saudi Arabia's market also seems to be immune to the conflict in the area and grew during Q1 2015 as the new king ordered payouts of two months' worth of bonuses to all Saudi state employees, which affected the spending positively.

Q What are a few examples of high-profile partnerships you've had with clients?

A IDC has developed several long-term partnerships with regional organizations, both in government and the private sector. We have provided annual reports on the state of ICT in Saudi Arabia since 2009 to the Communications and Information Technology Commission (CITC), the Kingdom's telecommunications regulatory authority. CITC has relied on IDC for more than five years to conduct nationwide research, and our most recent reports have covered cloud and data centers, mobility, ICT investments, the ICT workforce and local application development. We also helped STC, Saudi Arabia's telecommunication operator, by advising them on the latest convergence of telecom and IT services, including market sizing per line of service and strategic recommendations on their products and services portfolio management. IDC also has consulted with several government entities in Smart City and strategic user groups focused on high-performance computing.

We recently engaged with the Central Agency for Information Technology (CAIT), the ICT commission in Kuwait, to give it the tools to measure its ICT development compared with international benchmarks. This project is expected to be completed by March 2016 and includes eight reports. These reports will contain the results of large surveys conducted nationwide. This is considered the cornerstone of ICT assessment as Kuwait has not yet defined its national ICT indicators. IDC will provide more than 300 indicators to CAIT. The project also includes knowledge transfer to the CAIT team.

We have also had a productive relationship with the telecommunications regulatory authority in Qatar.

Q How diversified is your event portfolio?

A Our events portfolio is extremely diversified in KSA, and I'm proud of the fact that we have been the pilot country for several key initiatives that have now expanded across the region. A good example of this would be the ICT Innovations Forum that

continued on page 7

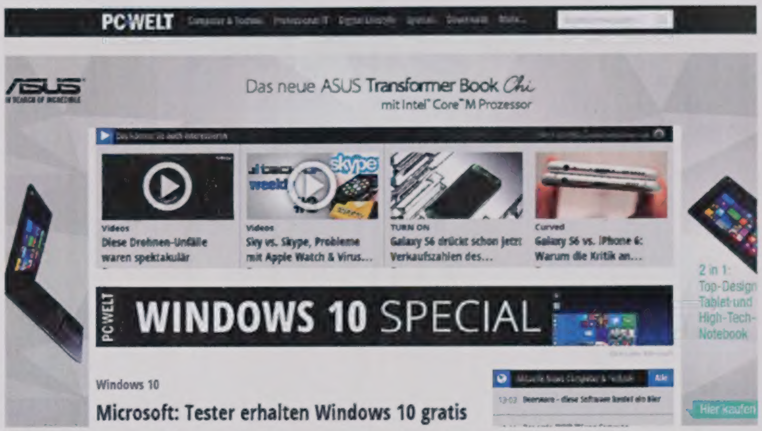
New top-of-page Outbrain widget drives significant content-recommendation revenues

Wait! Don't go! IDG Germany's PCWelt.de is using a new page-top widget from Outbrain to show users content recommendations from IDG and non-IDG websites just before they are about to leave the PCWelt page they've been reading. The widget aims to keep users on the site to increase the page-impression ratio or earn money by sending users to a sponsored website.

"Usually, a content-recommendation widget is placed at the bottom of a page in order to draw in the reader when he is done with an article," said **Ole Evers**, IDG Germany director of business development. "While using the widget to show him further articles he may be interested in is working well, the question remains: When a user is about to leave the site, how can we convince him to stay and make at least one more paid click? That's where the page-top widget comes into play."

According to Evers, studies show that a significant amount of users scroll back to the top of the web page before they leave it. "There is no rationale to this," Evers said. "It seems to be a psychological behavior that leads you to revisit what you have experienced on the site before you leave."

To take advantage of users returning to the top of a page, the Outbrain Top Widget shows four horizontal boxes of related content or videos across the top of a page. "It is crucial that the widget literally appears in front of their eyes the very moment they want to click the top-right X-button to close the site and that the widget shows something attractive that is easy to consume," Evers said. "Video — a 'lean-back' medium — has proven to be very helpful here. The widget is a mute invitation saying, 'Okay, you've read enough, you've absorbed enough, how about a bit of infotainment at the end of your session? Just lean back and watch an interesting video.'"


PCWELT
Das neue ASUS Transformer Book Chi
mit Intel® Core™M Prozessor
Videos
Diese Drohnen-Unfälle waren spektakulär
Videos
Sky vs. Skype, Probleme mit Apple Watch & Virus...
TURN ON
Galaxy S6 drückt schon jetzt Verkaufszahlen des...
Curved
Galaxy S6 vs. iPhone 6: Warum die Kritik an...
PCWELT
WINDOWS 10 SPECIAL
2 in 1: Top-Design Tablet und High-Tech-Notebook
Windows 10
Microsoft: Tester erhalten Windows 10 gratis
Hier kaufen

The new page-top widget capitalizes on users' tendency to scroll up before exiting a page.

Primer: Content recommendation

Content recommendation is bread-and-butter business for most IDG websites, whether they partner with widget providers such as Outbrain, Taboola, Sprinkle, Plista or Veeseo, to name only a few.

Using these firms' widgets, a site will show content recommendations, usually at the bottom of a web page, for owned media (content from the site the user is on) and paid media (content from other sites). The widget provider uses a variety of tracking and targeting techniques in order to show a user content that should be attractive to her based on what she has read before, her interests, etc. By doing this, the widget fulfills one of two goals: 1) It keeps the user on the site in order to lengthen the visit/page impression ratio, which means more monetization opportunities for the site; 2) It monetizes the user by showing her appealing foreign content that she may click through to. The foreign-content website pays a fee to the widget provider that the first site uses any time a user clicks on a paid media recommendation on that first site. The widget provider then shares this revenue with the user's initial site.

Evers said the RSVPs for this "last invitation" have been impressive. PCWelt.de has been using the widget for four weeks, offering users two organic, PCWelt.de video recommendations and two paid ones. "We benefit from all four video teasers," Evers said. "We can capitalize on our own videos with pre-roll ads at a reasonable eCPM and get a revenue share from Outbrain if a user clicks on the paid-recommendation video." Evers said the page-top widget has been seen by 19% of PCWelt's visitors who have read an article. Of those visitors, 2.5% click either on an organic or paid content recommendation (the proportion of those who click on paid or organic is nearly 50:50), resulting in additional content-recommendation revenue of 23%. Macwelt.de will begin using the widget next month.

> "The question remains: When a user is about to leave the site, how can we convince him to stay and make at least one more paid click? That's where the page-top widget comes into play."
>
> *Ole Evers*

Top Widget works for visitors who are making their first visit to PCWelt.de or their four hundredth. "Outbrain 'reads' the cookies on the user's computer, so its recom-

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IDG U.K.'s CIO 100 event celebrates CIOs' business and technology leadership

CIO U.K. hosted its fourth annual CIO 100 event last month, celebrating the success of the region's top CIOs who have played a central role in transforming U.K. organizations. Sixty-four of the exceptional CIOs attended the London gathering along with judges, CIO U.K. staff and representatives from exclusive second-year sponsor CSC.

Based on the results of more than 400 questionnaires circulated to business technology leaders in or from the U.K., CIO U.K. Editor-in-chief **Mark Chillingworth**, CIO U.K. Online Editor **Edward Qualtrough** and a panel of industry experts and CIO contributors selected the 100 winners who exemplified business and technology leadership.

Following a networking hour, Chillingworth moderated two 25-minute panel discussions, each featuring CIOs from the CIO 100 and several CIO 100 judges. Some of the themes were the emergence of the CIO as a company's digital leader, the importance of customer engagement and the challenge of tackling the IT talent gap.

New this year was the announcement of the Direct Report Award. All recipients of the 2014 CIO 100 awards were asked to name their stars of the future, and, while not all responded, those who did provided substantive nominations. Two nominees who are on the path to becoming CIOs were selected by Chillingworth and two other judges, including last year's top CIO 100 winner, and recognized at the event for their exceptional achievements.

CIO UK Publisher ***Luc Borg*** *(right) talks with Martin Britton, CIO of Natural Resources Wales.*

CIO UK Editor-in-chief ***Mark Chillingworth*** *(left) moderates one of two panel discussions.*

The CIO 100 initiative epitomizes what CIO U.K .is all about, Chillingworth said. "CIO U.K. strives to be the community hub for transformational business technology leaders. Our events, web platform and magazine are an opportunity for director-level technologists to share experiences and best practices. The CIO U.K. 100 itself transformed four years ago from a power list of those with big budgets to a recognition of the CIO's role in enabling the business to change in a constantly changing economic landscape. Over the last four years we have seen the CIO community embrace this vision of celebrating their role and championing the people who have played a critical role in business change."

In-depth profiles of the CIO 100 winners and their accomplishments are featured content in CIO U.K. Madhu Bhabuta, CTO for the U.K. Ministry of Defense, said the CIO 100 is "hugely relevant, hugely informative and hugely inspiring. When you read the stories you can see what U.K. businesses are doing to transform themselves."

In addition to Chillingworth, and Qualtrough, Events Manager **Amie Lane** played a key role in organizing the event.

The next major CIO U.K. event is the CIO Summit on Sept. 23. The full-day conference includes presentations and panel discussions involving 16 CIOs and is expected to draw 140 attendees.

Write to IDG U.K. Chief Marketing Officer Dawn Briddon or view the event brochure. ■

noteworthypeople

Promotions

Stein

IDG World Expo Sales Manager **Giovanni Stein** has been promoted to director of sales. "Over the past 9 years since joining IDG World Expo, Gio's success has become our success," said **Madeline Kruzel**, IDG World Expo VP/general manager. "Consistently articulating the brand strength of our events and their value and position within their respective markets he has been able to sell across a wide variety of our event portfolio, always meeting and exceeding the goals for the event. Gio's sales skills, drive, dedication and motivation have helped to grow our portfolio and revenues alike. The strong relationships he has grown through his collaborative and consultative sales approach have enabled us to fold many of the clients he works with into multiple IDG World Expo events. Gio's enthusiastic and positive attitude and team approach is valued by the team and leadership alike, and we look forward to Gio continuing to achieve great things in the years ahead." gstein@idgworldexpo.com

CIO.com Senior Writer **Rich Hein** has been promoted to senior managing editor. "Rich joined CIO.com in 2012 and quickly made a huge impact on both our traffic and on the quality of our IT skills, career development, STEM [science, technology engineering and math] recruiting and leadership coverage," said CIO.com Editor-in-chief **Dan Muse**. "Rich has also played a key role developing editorial reporting practices for CIO.com and has taken a lead role in social media strategy for both CIO.com and IDGE. Rich brings a unique blend of editorial, Web development and IT management experience, which benefits CIO.com on both strategic editorial and operational levels. His triple-threat background has allowed Rich to hone in on key topics for articles and slideshows. Rich will continue to lead our careers coverage and manage our careers writers with a focus on both growing traffic and Insider registrations." rhein@cio.com

Sacco

Also at **CIO.com**, Senior Editor **Al Sacco** has been promoted to managing editor. "Since joining CIO.com in 2004, Al has been the site's mobile coverage superstar, developing our industry-leading BlackBerry coverage (back in the day)," Muse said. "As the market evolved, Al has shaped our Android and iOS reporting. He also leads our coverage of wearables and consumer technology, which are becoming increasingly important for our audience. Al has brought not only big traffic numbers to CIO.com, he has established us as a leader in mobile technology journalism. Al will take on expanded responsibilities for managing both staff and freelance contributors and will focus on rebuilding CIO.com's blog initiative." asacco@cio.com

New employees

The **CIO Executive Council** has hired **Lee Peterson** as enterprise director. Previously director at GenCo Blue, he is a graduate of San Diego State University with a B.S. in financial services. Away from the office he enjoys family, sports and travel. lpeterson@cio.com

Sachdeva

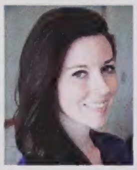
IDG WORLD UPDATE

Pooja Sachdeva joins **IDG Strategic Marketing Services** as a senior manager, Program Architecture, coming from Say Media where she created custom integrated solutions for clients such as Disney, Banana Republic, Best Buy and Toyota. She earned a B.A. in psychology from the University of California/Irvine and enjoys "planning my life around food and dancing when no one is watching." psachdeva@idgcommunications.com

New at **IDG TechNetwork** is Digital Supply Side Analyst **Robert Drucker**, "doing everything from day-to-day operations tasks to big-picture reporting and yield analysis." Previously an inventory analyst at NBC Universal, he earned an M.A. in communications and information studies from Rutgers University in New Brunswick, N.J., and enjoys film and music. robert_drucker@idgtechnet.com

Raymundo

Previously a staff writer at Inc. magazine and a tech blogger for Rolling Stone, **Oscar Raymundo** joins **Macworld** as a staff writer. He earned a degree from Northwestern University's Medill School of Journalism and enjoys going to "live music shows; my favorites are the ones that are not too crowded and that end before midnight." oraymundo@macworld.com


Bonner

Katie Bonner joins **IDC Framingham** as an associate product manager with the Decision-Scapes team, training analysts, reviewing research reports, and implementing research methodology enhancements. She was previously an operations coordinator with Raytheon BBN Technologies where she worked on process improvement in order to increase efficiencies and reduce costs company-wide. She earned B.A.s in journalism and political science from the University of Massachusetts/Amherst and will soon complete her MBA studies. In her free time she enjoys keeping fit. cbonner@idc.com

IDG Connect has hired **Kate Beard** as an operations coordinator. Previously a lead generation aide, she is a graduate of the University of Massachusetts/Amherst where she earned two B.A.s in psychology and sociology. Away from the office she enjoys reading, hiking and travel. kbeard@idgcommunications.com

Wennick

PETER SHORT

IDC Framingham has also hired **Kelly Wennik** as a sales manager. She was previously managing director, America with Implant Sciences and holds a B.A. in business administration from Colby College in Waterville, Maine. An underwater photographer, horseback rider and knitter, she is "owned by two Siberian huskies." Her women's barbershop chorus, the Merrimack Valley Chorus, recently appeared on Boston-area public television's "Sing That Thing" competition. kwennik@idc.com

Party like a rocket scientist at Boston's Museum of Science

As a longtime corporate supporter of the Museum of Science, IDG receives occasional guest privileges to special events. On June 9, employees are invited to attend the adults-only "Party like a rocket scientist" night that includes food, cocktail, hands-on interaction with a variety of the museum's exhibits, presentations and a lightning show.

Museum of Science.

There is a $15 admission for the 6:30 p.m.-9:30 p.m. event, with complimentary parking. Register online at mos.org/adult-sciencefair. Questions? Contact the museum at 617-589-0232 or corpmemb@mos.org.

continued from page 3

One on one

we have conducted for end-user customer segment and, given its success, we are now proactively positioning this as an important custom offering to universities and groups of companies. The main objective of this product is to highlight the key role that the ICT sector plays for the growth of this sector.

Furthermore, to enhance our portfolio, we are testing new products to be sold for the CIO Summit Sept. 8-9. One is CIO Summit Spotlight, a newsletter that will be mailed to CIOs after the event that has photos, interviews with attendees, infographics about market statistics and articles about the topic of the summit. The other is a branding wall, which will give companies the ability to increase their visibility at the summit. While those products are still under development, we are confident this will help us upsell the Summit by 10% to 20%.

Q How much of IDC Saudi Arabia's business is focused on consumer vs. enterprise segments?

A IDC in Saudi Arabia is more focused on enterprise than consumer due to our regional consultation expertise. For example, IDC has delivered a customized data center strategy and feasibility advisory for one of the largest media groups in KSA. This complex project had to answer challenging requirements (the group publishes one of the top five daily newspapers in the Kingdom) from a technical point of view, while maintaining IT costs at reasonable levels. The IDC team provided a detailed build versus outsource study, including a financial plan for each option. We contacted local and regional data center services companies in order to compare the costs. This was a typical end-user consultancy project, where IDC could leverage its industry expertise and access to market knowledge to provide a company with the best ICT strategy. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Adele Lee *IDC*

21
Jim Sullivan *IDG International Publishing Services*

18
Matthew Bennett *IDG U.K.*

16
Jonathan Guloyan *IDC*

15
Thomas Heim *IDC*
Bill Rigby *U.S. Media*

14
Leigh Mills *IDG Corporate Services Group*
Terese Patterson *IDG Corporate Services Group*

13
Giacomo Laurini *IDC Italy*
Rosa Maria Peñalva *IDC Latin America*

11
Norihiko Seki *IDC Japan*
Xiao-Fei Zhang *IDC*

10
Sarah Santos *IDG Human Resources*

9
Larry Fauscette *IDC*
Maureen Fleming *IDC*

7
Rob Rebecchi *IDG Tech Services Group*
Christina Richmond *IDC*

5
Christian Lachawitz *IDC CEMA*
Jennifer Mariani *IDG Strategic Marketing Services*

4
Chris Penczel *IDC Canada*

3
Tom Schmidt *IDG Strategic Marketing Services*

2
Jerzy Krupinski *IDG Poland*
Azzedine Kabli *IDC North Africa*
Pressiana Sokolova *IDC Bulgaria*
Duane Thompson *IDG U.K.*
Jamie Shuck *IDG U.K.*
Arden Clapp *IDG Connect*
Perry Laberis *IDG Research Services*
Mark Hachman *U.S. Media*
Nina Turner *IDC*

1
Konrad Mroczek *IDC Poland*
Sophia Russi *IDC Germany*
Adriana Garcia *IDC Mexico*
Matt Wiffin *IDG Connect*
Nikki Bayiates *IDG Corporate Sales*
Anthony Polcino *U.S. Media*
Matthew DesJardins *IDC*
Timothy Tom *IDC*
Nadia Zatari *IDG Australia*

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Outbrain widget

mendation engine knows exactly what the user has seen before," Evers said. "That's why Outbrain does not display 'similar' content but content that might attract the user."

Evers said Outbrain shows "a blind network" of non-organic content recommendations to users. "We direct our readers to the customers of Outbrain who buy traffic via Outbrain," Evers said. "We get at least .05 euro (US$.056) per click. As the business is performance-driven, revenues grow or decrease automatically as site traffic does."

Ole Evers

Use of the Top Widget is free for websites that display "Outbrain Engage (the solution where a site displays the Outbrain widget). Outbrain derives revenues from websites that promote their content via "Outbrain Amplify." This means that these sites buy traffic by booking a content marketing ad to be displayed to a specific target group via an Outbrain widget across multiple foreign websites. This income from Amplify is shared on a performance basis with the websites that display the Engage widget and that deliver the traffic bought by the Outbrain customer.

Evers said IDG Germany is not using the Amplify solution as the focus for Germany is currently on incremental revenue through the use of Engage. "We neither buy traffic from foreign sites, nor do we exchange traffic within our IDG Germany network of sites. However, we plan to in the future as soon as Computerwoche.de has the Outbrain widget in place. We have high hopes for an IDG Outbrain network that allows us a multiple monetization of users within our website network."

Evers said that any site that wants to use Outbrain's Top Widget to display content recommendations not only as a service to its readers but as a business model, "cannot have enough traffic. Traffic, even if it is unspecified, is of major importance," he said. "A specified target group helps you in terms of premium media sales where the client expects you to deliver ads to a certain audience of high-potenial decision makers. But performance-based business models need a traffic strategy. It helps if you constantly watch traffic streams and the behavior of your users since the revenue is dependent on user engagement."

For more information contact Ole Evers. ■

rooms with a view 2

The IDG World Update editors recently asked colleagues to share the views from their office. The growing collection is on IDG Central; new submissions at right.

*Consulting Manager **Ed Daugavietis** said the IDC Canada office looks out over Toronto's Berczy Park. "The building on the far side with the 'peeling' mural is the most photographed building in Toronto," he said.*

*IDC China employees have this 12th-floor view of Beijing's Dongcheng District. According to Senior Finance Manager **Tracy Lv**, they're not the only ones who like it, as a small green bird flew in through an open window last year. "The bird was frightened and lost her bearings in the strange place," she said. "Everybody in the office tried to help the bird get back to the sky. Her visit gave us a short happy time on the last working day of FY14. We do believe it was a symbol of good luck for our FY15."*

*IDC Latin America VP, Finance and Operations **Ana Rita Lico** said the IDC Brazil offices in São Paulo are located in a very commercial area of the city — "There are a lot of clients close to our office" — near the Pinheiros River.*

*Employees at IDC Singapore have a view of the city's docks with islands in the background with residential homes. "Singapore is a trade hub with one of the busiest harbors in the world," said **Victor Lim**, IDC Singapore VP, Consulting. "We can see shipping containers being loaded and unloaded from ships. It is perhaps quite apt for IDC to be placed at one Asia's economic nexuses."*

If you have an interesting view from your office, please take a photo and send it to the World Update editors for a future slideshow on IDG Central. Write to IDG World Update.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Abdulaziz Al-Helayyil *IDC Saudi Arabia*
Dawn Briddon *IDG U.K.*
Ed Daugavietis *IDC Canada*
Ole Evers *IDG Germany*
Simon Jary *IDG U.K.*
Ana Rita Lico *IDC Brazil*
Victor Lim *IDC Singapore*
Tracy Lv *IDC China*

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International Data Group (IDG) is the world's leading technology media, events and research company. and reaaches more than 280 million technology buyers in 97 countries.

IDG World Update
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DEMO Traction gives promising, newly launched companies a boost

DEMO SVP and General Manager Neal Silverman describes DEMO Traction as "a showcase for companies that have already launched and are on the cusp of tremendous growth."

SEE MORE ON PAGE 5

Also inside

Tech Strategic Development Center completes audit

IDC's CIO Summit in Turkey hosts IT awards

IDG Sweden hosts developers at Code Night event

One on one: CEC Director, Leadership Development Rari Hilditch highlights essential coaching elements

IDC Japan, the first tech market research firm in Asia, marks 40th anniversary.

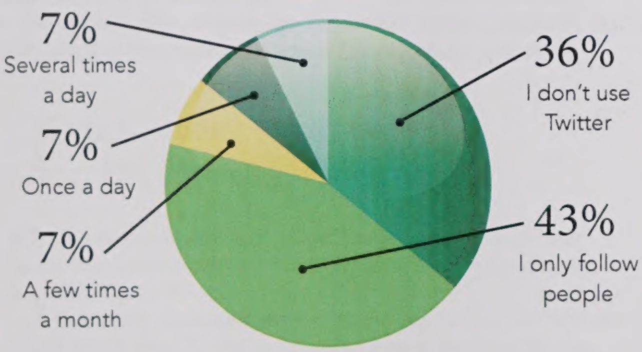
SEE MORE ON PAGE 7

Unsung hero: IDG Strategic Marketing Services' Kate Senie is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How often do you tweet?



Log on to www.idgcentral.com to vote on this week's question:

Have you "cut the cord" and now view TV through online streaming rather than cable?

CLICK HERE

Media coverage on ad blocking

Internet users' use of ad blocking software is one of the publishing industry's greatest concerns, along with ad viewability and fraud via bot traffic. Recent articles from the business and trade press about ad blocking include the following:

Publishers arm for war with ad blockers (Digiday)

Ad blocking is legal: German court says Ja to browser filters (The Register)

Growth of ad blocking adds to publishers' worries (WSJ)

Publishers watch closely as adoption of ad blocking tech grows (Ad Age)

Ad blocking is every publisher's problem now (Digiday)

Is ad blocking theft? (Venture Beat)

Visit the press summary section of IDG Central for more on this topic.

Technology SDC aims to improve collaboration, information exchange

Engström

Kenney

Hutson

The latest IDG Strategic Development Center (SDC) was formed earlier this year to focus on areas of potential cooperation and communication around technology efforts at IDG's worldwide business units. Headed up by **Anders Engström**, head of development at IDG Sweden; **Patrick Kenney**, systems manager at IDG International Publishing Services; and **Jim Hutson**, principal software engineer, U.S. Media, the group's first undertaking was to conduct an audit of technology resources and capabilities across all of the company's owned and operated business units.

The audit, which is now complete, is intended to provide a clearer picture of the technology landscape across IDG, uncover potential opportunities to leverage technology across business units and identify subject area experts for different technological specialties throughout IDG.

"One such area where the opportunity for sharing of best practices is Google DFP, which all IDG business units now use as an ad platform," Engström said. "I am sure that we can learn from each other how to tweak the implementation of DFP as well as share things like ad templates and new ad formats."

The group is currently determining which platform to use as a communication tool for the Tech SDC, with Slack.com and Yammer the current leading candidates. "Once we've settled on a communication platform we'll be inviting more tech folks from the various IDG organizations into the ongoing discussion and looking for different ways we can share experiences and collaborate," Hutson said.

For more information, contact Anders Engström, Patrick Kenney or Jim Hutson. ■

CIO U.K. event series on short list for conference award

CIO U.K. is a finalist for the Best Conference Series of Year in the Conference Awards 2015, the largest event industry awards in the U.K.

The highly successful series includes the annual CIO 100 and CIO Summit, the CIO Plus networking events and the CIO Big Conversation roundtables.

"Our events business is an excellent example of collaboration, and these events would not be possible without contributions from our events, editorial, sales and marketing teams," said Publisher **Luc Borg**.

The awards ceremony will be held July 3 in London.

CIO Summit in Turkey features IT excellence awards ceremony

*IDC Turkey Country Manager **Nevin Cizmeciogullari** (left) and SVP/EMEA Region and Managing Director/CEMA Region **Steven Frantzen** (right) with one of six IT excellence award winners.*

IDC's CIO Summit roadshow, which will visit six countries this year under the direction of IDC Middle East, Turkey and Africa, made a stop in Turkey April 9-10.

With the elegant Kaya Palazzo Golf Resort in Antalya as the setting, 163 attendees representing a diverse range of industry sectors and 52 sponsors — two more than last year — heard from senior IDC analysts from across the globe who offered strategic advice on the most pressing concerns facing business and technology leaders under the theme IT Meets Business.

The event also featured five in-depth workshops tailored around IDC's recently launched IT Executive Program, with a series of breakout tracks on security, enterprise mobility, digital transformation, cloud computing, and datacenter transformation.

For the second year — and the only time in this year's CIO Summit roadshow — IDC Insights hosted an evening awards ceremony that recognized the excellence of IT leaders from Turkey and served to help build mindshare for IDC.

Awards were presented in six categories: Best Innovation Project, Best Change Management Project, Best IT Governance Project, Best Business Enablement Project, Best IT Cost Efficiency Project and CIO of the Year. The winners were selected by a panel of IDC senior executives.

For more details contact Marketing Manager Anulekha Shetty. Comments and photos via Twitter at #IDCTURKIYECIO. ■

Change your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

OneonOne

Rari Hilditch

CIO Executive Council

The director of leadership development at the CEC is this week's columnist. Reach her at rhilditch@cio.com.

Hilditch, a certified leadership and executive coach, manages a five-person team that supports the CEC's Pathways Leadership Development Programs. The programs, which are geared to high-potential IT professionals, combine thought leadership, best practices, custom group mentoring and individual coaching.

This column draws on her presentation on coaching delivered at the IDG Management Excellence Program last month.

Q How do you define coaching?

A As defined by the International Coach Federation, coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. I like to think of it as going from good to great!

Q Why should managers see themselves as coaches?

A As leaders it's important to adjust your style to fit the development level, needs or situation for those you work with. Sometimes you may need to be telling and directive, supporting and selling or even coaching. It's important that all leaders be able to flex their style in all of these areas — though not always easy or natural. For me, coaching is more than a part of my job — it's my passion.

Q What are some of the most essential elements of coaching?

A There are many required for certification, and I utilize them regularly in my coaching sessions with Council CIOs and Pathways participants (i.e., managers on track to become CIOs); aiding them to confidently leverage their talents and evolve as strategic IT business leaders.

I'll highlight a few that are powerful to have in your communication tool kit as a leader.

- **Empowering questions.** These are powerful open-ended questions that are clarity seeking, probing, challenging, thought-provoking, future directed, and solution oriented. They cause a person to stop and search for answers, see new possibilities and move into action. Some examples include questions such as "What other choices can you make?" "What did you learn from that?" "How does that fit into your plan?" "What would be the best way you could express yourself at work?" "When was the last time you experienced success in that area?" As a leader you must push down the desire to always jump in and fix things, as empowering your team to think of the possibilities and source the solutions will always serve you well in the long run.Take time to ask empowering questions.

- **Planting the seed**. When we plant a seed, we set an expectation that the other person can do something. Because you expressed your confidence in a person's ability to come up with the answer, the thought will linger in their mind. It's a wonderful way to empower the people around you to come up with their own solutions instead of waiting for you to fix the problem for them. Planting the seed may sound like this: "I'll ask you again in a little while, because I have complete faith that you'll come up with a solution." You can also be their champion, as sometimes people are slow to move to action due to a variety of reasons even though often times they've had success with something from a similar experience before. When we champion, we remind them of their past successes, saying things like "You've done this before, you can do it again."

- **Acknowledging**. This is one the most powerful things we can do for another person. It lets them know we really listened. Acknowledging is a deep level of mirroring back or paraphrasing what someone said. It may sound something like "what you're saying is..." or "what you're telling me is…" Acknowledging what someone is sharing with you not only lets them know you're listening, it ensures that you're hearing things correctly — removing any assumptions.

- **Validate**. When it comes to validating, it's important to note that we validate emotions. We are not judging whether or not the person is right or wrong. It's about letting them know that we can see things from their perspective. Validating helps a person release and feel normal about their feelings regarding a particular situation. When we're validating it may sound like "It's understandable you feel that way because.." "It's no wonder you feel that way because…" When validating, find a way to bring their words into the sentence and refrain from saying things like "I know how you feel" because you don't. This is a hard one for most people.

- **Clarify**. Carifying is a skill you cannot overuse. By clarifying, you ensure that you understand what the other person means when they use a certain word or phrase and more importantly that they know what they mean. Think of it this way: the more a person talks the more information you gather to be able to help them. Sometimes people hold different meanings for words. As an example, a client shared with me that they wished they had more balance in their life. When I dug deeper by asking them what that word "balance" meant to them, it had nothing to do with work-life balance, which is what is commonly meant by balance. Leaders need to be curious!

continued on page 6

IDG Sweden's first Code Night builds new ties with developers while strengthening database

As a way to build relationships with future readers of its media brands and jobseekers who may use its recruitment agency and website www.csjobb.se, IDG Sweden recently hosted Code Night, a new event and networking forum. The evening event, held in IDG's Stockholm office, focused on the Internet of Things and drew more than 200 developers and IT students.

Three sponsors — Information, Telenor Connexion and Dynabyte — signed on as exhibitors and/or workshop leaders on topics such as hands-on programming, agile development and career advice. The two speakers were Petra F Sundström, senior project manager for Husqvarna's Connectivity Hub and a live podcast performance from Kodsnack, a trio of three developers who run a popular weekly podcast on programming.

"Seventy percent of all the attendees were completely new to our IDG database, so we see this as an important chance to build our database as well as foster new relationships," said CS Jobb Project Manager **Anna Nilsson**. "Our customers are crying out for this sought-after target group for their recruitment purposes, so we see this kind of event as an important business opportunity.

She noted that these kinds of popular meet-ups, where developers can network and meet future employers, are usually free, so IDG Sweden opted to have sponsors finance the event. However, the team plans to create a full-day conference supported by paid admission later in the year; the focus has not yet been determined.

This was the first time that several brands within IDG Sweden — Computer Sweden, TechWorld, CS Jobb and IDG Recruitment — came together to create an event, and it received very positive internal response," Nilsson added. "Loads of our colleagues helped us with the event which really helped make it a success."

In addition to Nilsson, the project group consisted of Computer Sweden and TechWorld Editor-in-chief **Magnus Aschan**; and Head of Recruitment **Maria Widegren**. Other contributors were the IDG Recruitment team, CS Jobb sales team, IDG Sweden's in-house TV team, Computer Sweden Reporter **Lars Danielsson**, Computer Sweden Chief Editor **Eva Melin**, and Front-End Developer **Carl Brithén**.

19.15
19.30
22.00
Banattäckare
Workshops eller häng på torget
Tack och hejdå

*CS Jobb Project Manager **Anna Nilsson** and Computer Sweden and TechWorld Editor-in-chief **Magnus Aschan** hosted the evening.*

Organizers created a landing page for Code Night where guests could sign up for a twice-monthly newsletter, which serves to help the staff keep in contact with the group in between events and also to build its database. The newsletter contains relevant articles, career advice and information about upcoming Code Nights. "We are very thrilled that 68% of the recipients opened the first letter we sent out," Nilsson said. Sponsors are able to purchase banner space or a message spot in the newsletter.

Code Night was live streamed and promoted on IDG Sweden's portal. The viewing was free of charge, and as of late April there had been 420 viewers of the keynote presentations and video interviews.

Nilsson said the IDG Sweden office was abuzz with activity during the evening, and guests and sponsors were very happy with the format, with evaluations averaging a 4.3 out 5 in terms of overall experience.

The next Code Night, "Lessons from the Gaming Industry," will be held June 17.

Write to Anna Nilsson. ■

A capacity crowd turned out for one of the programming workshops.

DEMO Traction gives newly launched, high-potential companies a boost

DEMO Traction, the latest event in IDG Enterprise's DEMO series of new-technology conferences, made its debut in San Francisco last month. The one-day event is designed to help connect fast-growing, promising start-ups with customers and later-stage investors.

"DEMO Traction is a showcase for companies that have already launched and are on the cusp of tremendous growth, as opposed to DEMO, which is for companies that have yet to launch," said IDGE SVP and General Manager, DEMO **Neal Silverman**. "We saw a need in the marketplace for early-stage companies that were struggling to get their first customers and gain traction in the market." Silverman said he and his team have also encountered senior IT executives with a strong interest in working with emerging technologies. "Connecting the DEMO community of founders, investors, the CIO Executive Council and enterprise buyers was a natural growth opportunity for the DEMO brand." He added that DEMO Traction ran as a pilot program at the last two DEMO conferences. "The Traction program proved such a success that it gave us the confidence to launch it as a free-standing conference."

DEMO Traction gave its 400 attendees a chance to build relationships with the 30 companies invited to present and showcase "before they become the next big thing," Silverman said. "Before these early-stage companies get huge, we want to connect them with the DEMO audience and make DEMO a place of discovery for buyers in the enterprise to connect with emerging technologies that can then give them a competitive edge."

> "We saw a need in the marketplace for early-stage companies that were struggling to get their first customers and gain traction in the market."
>
> *Neal Silverman*

DEMO Traction Executive Producer Erick Schonfeld and Silverman winnowed down the group of 200 early-stage companies that applied to DEMO Traction to the 30 they felt had the most growth potential. Then, these companies were invited to present their products to DEMO's audience of CIOs, CMOs, line-of-business executives looking to work with new technologies and venture capitalists who want to invest in slightly more mature firms. "Companies were chosen based on their growth metrics, such as customer acquisition, site traffic and revenue and employee growth quarter over quarter," Silverman said. "Early growth is a key indicator that these companies are doing something right. We — and our audience — are looking at companies' overall business growth and the kinds of products that can help those companies' customers grow as well."

*DEMO Traction Champion representatives pose on stage with their trophies with DEMO Executive Producer Erick Schonfeld and DEMO SVP and GM **Neal Silverman** (fourth and fifth from left, respectively) after they were voted winners by audience members and judges.*

Invited companies — two of which were DEMO alumni — were grouped into four industry categories of Information Technology, Marketing, Smart Data and Operations/Learning and given four minutes to present their products and company metrics to a panel of industry-expert judges. Presentations, which were required to back up growth claims with data, were followed by a question-and-answer session with the judges. (Profiles and videos of all 30 DEMO Traction companies can be found here.)

Meerkat Co-founder & CEO Ben Rubin, right, uses Meerkat to live stream a panel discussion with Josh Elman, center, a partner with Greylock Partners, and DEMO Executive producer Erick Schonfeld, left, following his presentation entitled "Killer DEMO: Meerkat And The Launch Of The Mobile Live Streaming Era."

At the end of the day, the judges and audience chose five DEMO Traction Champions. The winners were:

- Information Technology: Expect Labs' MindMeld, a platform that enables app developers to integrate sophisti-

continued on page 6

noteworthypeople

New employees

Cravetz

New at **IDG TechNetwork** is Director of Marketing **Sheila Cravetz**; she was previously senior marketing manager with CNBC Digital. She earned a B.A. in communications from Denison University in Granville, Ohio, and enjoys reading, trying new restaurants and spending time with her husband and two-year-old son. sheila_cravetz@idgtechnet.com

Returning employees

Loyola

Following a six-month stint as a freelance writer, **Roman Loyola** returns to his role as senior editor at IDG Consumer & SMB's **Macworld**. "During my time away from Macworld, I had a non-tech writing gig. I've always wanted to try writing about a completely different subject matter. It was fun and helped bring new perspective into my writing process," he said. He studied mass communications as California State University/East Bay. "I'm a soccer dad and spend a lot of my free time at soccer games and practices for my two sons. I'm also a licensed youth soccer referee. And I was a crowd extra for the upcoming Steve Jobs movie." rloyola@idgcsmb.com

Wagner

The **CIO Executive Council**'s new chief of staff is **Cindy Wager**. She was previously sales director and senior account director with the Council and Computerworld, respectively. Most recently an account director with Forrester Research, she holds a B.S. in business education from Kent State University in Kent, Ohio. In her free time she enjoys travel, skiing and wakeboarding. cwager@cio.com

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One on One

Asking questions such as "tell me more about that" or "help me to understand" will lead you to what the person is really thinking.

- **Accountability**. In talking about accountability, the role of the coach is to move people into action. We do this by helping them set the terms of how they'll be accountable to what they've agreed to. You'd be amazed at what becomes possible with questions such as: "What is it that you will do?" "By when?" And "how can I (as the manager/coach) hold you to that?"

Q How can managers keep up with effective coaching?

A Practice. Don't be content to think you've gathered all there is. You haven't. Challenge yourself to continue your own development. Get around the right people. Consume content that makes you stronger, wiser and better. Continually invest in yourself. You're worth it!

Q Can you recommned a good book on coaching?

A *Coaching for Breakthrough Success: Proven Techniques for Making Impossible Dreams Possible* by Jack Canfield and Peter Chee. ■

continued from page 5

DEMO Traction

cated voice-recognition interface technology into their products.

- Marketing: Unmetric is a social-media intelligence platform focused on brands that solves a problem marketers face: determining if their last campaign struck a chord.
- Smart Data: BetterWorks' collaborative platform gives managers and executives dashboard views on how teams and individuals are meeting their goals. FollowAnalytics's 1:1 Mobile Marketing Platform helps develop mobile apps that drive secure, personalized one-to-one engagement with customers and connect to the enterprise's CRM and other marketing systems.
- Operations/Learning: Talkdesk's browser-based call center software-as-a-service provides real-time customer information to an agent when a customer calls.

DEMO Traction presenters reached thousands of people beyond their live audience. For the first time, the presentations were streamed live on the home pages of all of IDG Enterprise's sites. The live broadcast, which was sponsored by Hewlett-Packard, drew 10,000 video views. Presenters could also schedule one-on-one meetings with audience members in the DEMO Traction pavilion before, during or after the event.

DEMO Traction also featured several panel discussions, including one led by IDG Communications U.S. SVP and Chief Content Officer **John Gallant** on "Transforming the Data Center," and presentations from industry experts on the future of the enterprise, growing great products and infrastructure foundations for a new style of business. At the end of the day executives from Meerkat, the much-buzzed-about live video-streaming mobile app, gave a product demonstration (that was live-streamed on Meerkat, of course).

According to Silverman, DEMO Traction brings "a whole new portfolio of products under the DEMO umbrella." He said he expects there will be two DEMO Traction events a year. There is also a new companion blog called Traction Watch on CIO.com that will profile various fast-growing emerging companies.

The next DEMO Traction will be held Sept. 16 in Boston. DEMO China will be held May 23 in Hangzhou; DEMO Vietnam will be held in Hochiminh City on July 16; the first DEMO Thailand will be held in Bangkok on Aug. 15; DEMO Africa will be held in Lagos, Nigeria, on Sept. 23; DEMO Brasil will be held Nov. 16 in Rio de Janiero; and the first DEMO Pakistan, which will be produced by IDG's Pakistani licensee Rasala Publications, will be held Nov. 17 in Karachi. For more information go to DEMO.com or contact Neal Silverman. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Crawford Del Prete *IDC*

24
Chris Norman *IDG U.K.*

22
Nancy Jonathans *U.S. Media*

20
Nancy Koral *IDG Research Services*

19
Kathleen LaPorte *IDC*

16
Lionel Lamy *IDC U.K.*

15
Jay Gumbiner *IDC Miami*

14
Brian Klatt *IDC*
Kevin Gerich *U.S. Media*

11
Jed Scaramella *IDC*
Carrie Mathews *CIO Executive Council*
Anna Boulware *IDG Strategic Marketing Services*

10
Alan Louie *IDC*
Koichi Sato *IDC Japan*
Marina Kostova *IDC Bulgaria*

9
Patrycja Dziedzinska *IDG Poland*

8
Mitsuhiro Iriya *IDC Japan*
Hirotoshi Asano *IDC Japan*

7
Pete Longo *U.S. Media*
Jasmine Kim *IDG Korea*

6
Mark Walker *IDC South Africa*

5
Julie Ekstrom *U.S. Media*
Mai Trieu *IDG Vietnam*

4
Chanelle Tan *IDG Australia*
Marek Murawski *IDG Poland*

3
Kate Hoy *IDG Connect*
Dan Swinhoe *IDG Connect*
Florian Kurzmaier *IDG Germany*
Maria Bobola-Mroziewska *IDG Poland*

2
Kierra DiFloriano *IDG Australia*
Patrycja Wisniewska *IDC U.K.*

1
Boris Epstein *IDC*
Katie Jones *U.S. Media*
Jeanine Nicosia *U.S. Media*
Katarina Borgedahl *IDG Sweden*
Monika Galazka *IDG Poland*

All business units are welcome to send anniversary information to world_update@idg.com.

IDC Japan celebrates 40 years in the marketplace

When IDC Japan opened its doors in 1975, it was the first technology market research company to expand into Asia, accepting its first clients 11 years after IDC founder Pat McGovern started the business in the U.S. Last month, 62 employees celebrated IDC Japan's 40-year milestone with a dinner in Tokyo along with special guest **Vito Mabrucco**, SVP, Worldwide Custom Solutions, Regions of Canada, Japan and Asia/Pacific.

Managing Director **Masato Takeuchi** noted that during the period 2010 to 2014, IDC Japan has been among the most profitable IDC business units in terms of profit margin.

He said that the company is entering an innovative period that is leading to "great changes" at IDC Japan. "Our offerings are expanding to advisory services targeed at end-users [IT professionals] as well as vendors [IT suppliers]. Our product development is focusing on supporting users and line-of-business managers in their decision making with our DecisionScape products. This is a great opportunity to make a giant leap in our business." ■

*IDC SVP **Vito Mabrucco** complimented the dedication and commitment of the IDC Japan team and read a congratulatory message from IDC President & CEO **Kirk Campbell**.*

*Managing Director **Masato Takeuchi** has been at the helm of IDC Japan since 2000.*

IDC Japan employees are dedicated to steadily growing the company's customer and revenue base in 2015, Takeuchi said.

unsunghero

Kate Senie

Social Media Analyst

IDG Strategic Marketing Services

IDG Strategic Marketing Services VP, Performance Marketing Group ***Colin Browning*** *named Social Media Analyst* ***Kate Senie*** *his team's Unsung Hero. "I am incredibly honored to nominate Kate. In just over a year, she has stepped into her role and had a true impact throughout the organization. She took over blogger programming and has not only grown the influencers and bloggers that we work with but strengthened the relationships to the point where many of these bloggers are sharing their Google Analytics accounts with her. She works tirelessly to improve processes and procedures on all our social programs to eliminate confusion and create efficiencies. Kate's high energy and enthusiasm are a joy to have on the team."*

Name
Kate Senie

Home
Boston

Title
Social media analyst with IDG Strategic Marketing Services' (SMS) Performance Marketing Group

Primary job responsibilities
I help manage social media programs in support of IDG's larger custom programs for clients. We currently offer three social services: influencer outreach, which includes sponsored blog posts, blogger vaults and crowd-sourced content; enhanced community threading and Twitter chats.

Three things I do in a day's work
- Update contractors and program managers on the status of active social media programs.
- Publish tweets and Facebook posts for our custom program accounts.
- Review social media program data.

What I love most about my job
Each day is different. I could be helping with a sales proposal on Monday morning and be finishing a report that afternoon. SMS is constantly moving.

JOE MOLA

Kate Senie's scope of work includes the community threading program, Twitter chats and influencer outreach.

A hot-button issue I'm dealing with
I'm trying to become Google Analytics-certified. Digital measurements, including social media measurements, are changing as the online industry changes, and I'd like to have a well-rounded background in all digital analytics.

Latest accomplishment
I recently helped update our enhanced community threading program, updating the product itself as well as the reporting, to better meet client objectives.

What I'm doing to be a better employee
Joining the Boston chapter of the American Marketing Association.

Interests outside the office
Southeastern Conference football (Go War Eagle!), country music and traveling.

What others can't tell just by looking at me
I can count to 10 in five languages — English, French, Spanish, Russian and Polish.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Neal Silverman *U.S. Media*
Masato Takeuchi *IDC Japan*

IDG World Update

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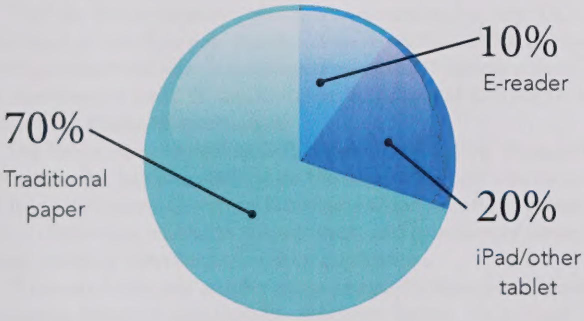
Boomerangers no strangers to IDG

Of the 207 individuals hired at IDG U.S. business units in 2014, almost 12% were returning to the company after months or years of being away. "Rehires offer us the best of both worlds — knowledge of IDG and its unique culture as well as insight from the broader market in terms of best practices and different ways to think about challenges," noted Alana Dros IDG Communications VP, corporate human resources.

SEE MORE ON PAGE 4

Question of the week results

How do you prefer to read books?



Log on to www.idgcentral.com to vote on this week's question:

How often do you tweet?

CLICK HERE

Also inside

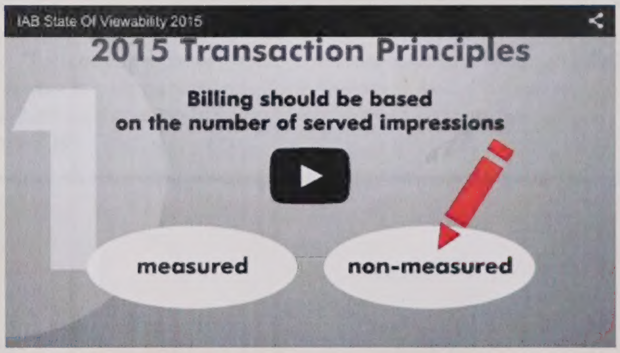
IDG Germany sells gaming, entertainment units

Saudi Arabia commission partners with IDC on mobile research, event

One on one: Alliance Marketing Services' Michael Latchford

Unsung Hero: IDC Brazil's Anna Carolina Mota

Resources on ad viewability



IAB State Of Viewability 2015

2015 Transaction Principles

Billing should be based on the number of served impressions

measured

non-measured

The topic of digital ad viewability was a key topic at the recent IDG International Managers Meeting. Late last year, the Interactive Advertising Bureau (IAB) released the "State of Viewability Transaction 2015," a position paper offering the digital media and advertising industries guidance on how to manage the shift of digital media's "audience currency" from served impressions to viewable impressions with the goal of 100% viewability. IAB notes that 2015 is a year of transition and calls on advertising agencies, publishers, marketers and advertising technology companies to work together to assure the new currency can be implemented by all companies in the digital advertising ecosystem.

More information on viewability can be found on IAB.com's viewability section, including a video on the state of viewability, FAQs and a columns by Sherril Mane in MediaPost hat address topics such as "Where viewability is today — and why it's critical for digital's tomorrow"; Beautiful Ads Work and highlights from the IAB Annual Leadership Meeting.

Saudi Arabia commission partners with IDC for mobile research, event

ICT FORUM 2015
Mobility Adoption and Future Trends in Saudi Arabia

*(L-R): IDC Saudi Arabia Conference Assistant **Rasha Emera**, IDC META Conference Specialist **Shahista Hagalwadi**, IDC META AVP, Conferences **Ronita Bhattacharjee**, IDC Saudi Arabia Conference Specialist **Sara Nur**, CITC GM, ICT Promotion Saad S. Al Qousi, CITC Senior ICT Promotion Specialist Tariq M. Al Saleem, IDC META Conference Manager **Yash Dogra** and IDC META Senior Conference Manager **Sughand Tolani**.*

IDC Middle East, Turkey and Africa recently held its third ICT Forum in conjunction with Saudi Arabia's Communications and Information Technology Commission (CITC).

Hosted by CITC, Saudi Arabia's IT regulator, at its headquarters in Riyadh, the national forum was organized to launch the CITC-commissioned IDC research report on mobility adoption and future trends in the Kingdom. IDC META Program Director, Telecoms **Paul Black** and Associate VP **Ranjit Rajan** were responsible for the report and its findings.

"We feel the report really gave the views from the ground on how mobility is actually being adopted in the Kingdom," Black said. "It explored all aspects, from penetration, adoption, BYOD and security concerns, and so provided CITC with the knowledge to help it support and advise the enterprises and individuals in the Kingdom."

The free, five-hour event, planned and executed by the IDC META team in less than two months, drew more than 370 attendees including executives from international and local IT vendors and C-level members of users' IT departments, according to IDC META AVP, Conferences **Ronita Bhattacharjee**.

The forum was opened by CITC Governor H.E. Eng. Abdullah A. Al-Dharrab. The keynote address on the research report was delivered by CITC Deputy Governor Sulaiman Mirdad who highlighted specific challenges related to the adoption and provision of smart devices, mobility services and mobile applications.

There were also two panel discussions on Challenges in Providing Mobility Solutions and Mobility Adoption Trends. IDC's Black closed the event with a discussion on current trends in the global mobility market and how mobility has changed the way individuals, businesses, and governments use IT technologies.

The CITC aims to encourage public interest and awareness in key IT sector issues by creating a sense of urgency in the private and public sectors to address the main challenges facing IT development in Saudi Arabia. In addition to being a telecommunications regulator, the Commission is mandated to develop the IT sector in the Kingdom by encouraging investments, promoting IT adoption and use and enhancing IT skills.

*IDC META Program Director, Telecoms **Paul Black** accepts a speaker gift from CITC Governor H.E. Eng. Abdullah A. Al-Dharrab.*

Contact IDC META Marketing Manager Anulekha Shetty. ■

IDG Germany sells gaming and entertainment divisions to Webedia

IDG Communications Media AG last week announced that it has agreed to sell its three gaming- and entertainment-focused business units to Paris-based Webedia.

The deal, which is subject to regulatory approval, will free IDG's remaining German businesses to concentrate on the core mission of providing tech media, data and services products to its target audience of IT decision makers, line of business managers, IT professionals and tech enthusiasts.

IDG Entertainment Media GmbH, OnlineWelten GmbH and IDGPS Media Network GmbH, which collectively account for some 70 employees, will be the latest acquisitions by Webedia, the third largest digital publisher in France. The company currently boasts 60 million monthly unique visitors across its network of online properties in France Germany, Brazil, Spain, Turkey and the Middle East. Among its other acquisitions in Germany are entertainment sites Filmstarts.de, Moviepilot.de, Gamespilot.de and Purestarts.de.

"The acquisition of IDG Entertainment is an excellent extension of Webedia's business," noted IDG Communications Media CEO **York von Heimburg**. Through the purchase of the IDG subsidiaries, Webedia will substantially expand its business in Germany and target a market-leading position in the country.

"I am happy to have IDG Entertainment, OnlineWelten and IDG PS Media in such good hands," von Heimburg said. "We are certain that both staff and the businesses will have a bright and exciting future." ■

OneonOne

Michael Latchford

IDG Enterprise

The vice president of Alliance Marketing Services is this week's columnist. Reach him at mlatchford@idgenterprise.com.

> "I can confidently say [alliance marketing] is a huge opportunity for IDG worldwide. If you look at the success we are having in the U.S. with limited resources focused on alliance marketing, just think of what we can accomplish on a global level if all markets make alliances a focus."

Q What is alliance marketing?

A Tech companies often identify an opportunity to go to market together rather than independently when they share solutions, technologies or services that work well together and can be sold to a targeted audience. As a result, they plan and execute a variety of marketing initiatives collectively. This entails building content, messaging, branding, sales strategy and a marketing plan. In the end, it's all about joint selling, and they need to collaborate on marketing to tell the "together is better" story.

Q What is the mission of IDG Enterprise Alliance Marketing Services?

A It's quite simple. The mission is to represent the entire portfolio of IDG's brands, audience, data, marketing services and events to alliance marketers in a consultative manner. This positions us well, and clients feel more comfortable and confident working with us because they don't feel like we're trying sell them something but proposing offerings that align with their needs and objectives.

Q Why and how did IDG AMS come into existence?

A Alliance Marketing Services owes its existence 110% to Michael Friedenberg. He determined there was a huge untapped opportunity for IDG within the alliance marketing space, so he put some resources behind it and the rest is history. Virtually all of IDG's customers (IBM, Microsoft, Cisco, Dell, VMware, SAP, EMC, and so forth) have partners, and they have budgets to support their alliance marketing campaigns. This is an area where IDG has always been getting business from our customers by default, but not to the extent it could be. As we started to drill down and uncover marketing teams within our customers' organizations, we realized there are countless people/teams and budgets that have yet to be tapped.

Q What sorts of products and services do you offer clients?

A Essentially everything that IDG has to offer. Each alliance is at different stage of its partnership, has varied goals and objectives, budgets and needs. As noted earlier, the AMS approach is very consultative, which opens the door to sell our entire portfolio of offerings. The foundation of an alliance is based on sales, so most programs involve some component that generates qualified leads or attendees at a live event.

Q Do you partner with various people in the company to create these assets?

A AMS leverages all of the talent and various business units that we have in order to provide AMS customers with an integrated solution that is measurable and successful. We often collaborate with SMS, Events, Connect and IGS.

Q What sorts of partnerships do the companies you work with have in place?

A The types of partnerships/alliances in place vary by company. For instance, HP has virtually every type of partnership imaginable (independent software vendors, technology selling partners, system integrators, service providers, channel partners and resellers). All of these partnership types involve a wide range of companies. This creates countless revenue opportunities for IDG to win.

Q How do you know if a company would be interested in your service — do all companies work with partners? What individuals do you target at the client company?

A Every technology company that embarks in alliance marketing is a prospect for AMS. It's simply a matter of getting in front of the right person (in some cases at the right time), understanding their pain points and showcasing how we can help them. To find out if a company has an alliance marketing program, go to their website and if it shows a sponsor website, then they will have a dedicated sales/partner/ "liaison," and they will undoubtedly have a budget.

The targets are typically partner/alliance marketing professionals. In some cases their title does not include the word "alliance" so it's a matter of checking their profile on LinkedIn to determine their areas of responsibility.

Q Do you typically work with one individual at a client company who represents all the companies in the partnership or does each company usually have a representative?

A I have rarely found one individual responsible for all alliance marketing at their organization. It's really dependent on the organization size and how many partners they work with. IDG Enterprise fielded a study last year on alliance marketing and it showed that most respondents deal with many partners vs. one (see the white paper with this

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Welcome back! Returning employees bring fresh insights

Of the 207 people hired by IDG business units in the U.S. in 2014, almost 12% had previously worked at the company. Putting out the welcome mat for employees with good track records of prior IDG experience can be a win-win for both the individual and the company. "Rehires offer us the best of both worlds—knowledge of IDG and its unique culture as well as insight from the broader market in terms of best practices and different ways to think about challenges," noted ***Alana Dros****, VP, corporate human resources, IDG Communications. "With so many people returning every year, it reminds us all that IDG is a great place to work. In fact, it happens so often that we have a term for these people, 'boomerangers.' In some cases people leave and return several times throughout their careers, said Dros, who herself is an IDG boomeranger. Added* ***Debbie Bernardi,*** *IDC VP, human resources and education, "IDC continues to welcome back past employees to the organization. The industry is smaller than we know, and it is always best to keep good relationships with past employees." Bernardi said the company uses LinkedIn and other social media channels to keep in touch.*

Carole Sacino, *Director, Strategic Solutions*
IDG Research Services

Sacino

Carole Sacino originally joined IDG as West Coast sales manager on the start-up team that launched *Digital News* back in 1986 (*Digital News* was IDG's publication for the VAX minicomputer market).

Three years later, in 1989, she adopted her daughter, and after three months of trying to balance new motherhood and a career, she opted to resign to focus on her daughter. Within the year, she returned to her career and held various sales and sales management positions at Cahners Publishing/Reed Business Information, including serving as publisher of Datamation and VP Sales for the Electronics group.

In 2006, Sacino left to launch her own company, Turning Point Institute, a leadership development, coaching and consulting company working with executive-level professionals. In 2014, her book, *Build Your A Game: Be Seen, Be Heard, Be Remembered*, hit the Amazon best-seller list.

Sacino said she was not looking for a new job, but that she has maintained friendships within IDG through the years. "Every once in a while, I'd be asked if I would ever come back. In complete honesty, I always said if I was to ever go back inside it would be back to a company like IDG. I have always felt like this was a home I stayed in at one time and that it felt easy and comfortable to reconnect with the people throughout the years. And I totally respect the brand and powerful footprint that IDG has in the technology space. It's a powerhouse, and I would be proud to align with this brand."

So when Sacino recently got a call regarding a role with IDG Research to help with strategic solution sales and opportunities, she was intrigued. "I was also excited to learn more about IDG Research's product MOTIVISION®, an employee engagement survey that helps companies focus their talent management strategies; it is so aligned with what we have been doing at Turning Point Institute.

"Over the years I have recognized that companies that I have worked for and worked with that value their people as core to their mission and take time to invest in their overall development not only have a competitive market advantage but a more engaged and motivated team of people with a 'let's try it' mindset. It fosters creativity and possibilities to stretch out of a comfort zone and go for new opportunities. IDG is such a company."

Per Danielson, *Marketing and Communication Manager*
IDG Sweden

Danielson

Per Danielson joined IDG Sweden in 2001 as a news editor at Computer Sweden. Five years later he left to join Reuters as a senior correspondent for IT and telecom. "I thought it was a great opportunity to work with international news ,and I learned a lot at Reuters, which is a fantastic tech company," Danielson said.

Danielson returned to IDG Sweden in 2007 to run the company's first web-only IT-business site, IT24. "The goal was to create a news site covering the Swedish and the international IT industry without revenue from a print magazine, which was common then. We delivered profit the first year, and the site remains popular and important among businesspeople selling IT solutions."

In 2009, Danielson left again to head up the sports department at Sweden's news agency TT, where he supervised 15 journalists and was responsible for developing new digital services to sell to clients. "I was there for two years before I was recruited to a communication agency to run its tech group of eight communications specialists. Among our clients were companies such as Oracle, CA, Xerox, Adobe, EA Games, Tele2, EMC, Betson and Atea," Danielson said.

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Danielson returned to IDG in January of this year, when he was recruited by former IDG Sweden CEO Christer Bjorkin to serve as the company's chief marketing officer. "During my time away from IDG, I worked on a lot of campaigns, promotional activities and marketing initiatives with our tech clients and had many discussions about whether IDG was the place to spend their marketing budgets," Danielson said. "I noticed during this period of almost four years that IDG's image as a modern tech media company had slowly faded. When the chance arose to step in and be part of changing that image, it was simply too interesting not to say yes."

Danielson said that while IDG is well known among older, more established mainstream tech companies and still considered an important vehicle for connecting with IT buyers, "within new companies that build their business concept on big data, mobility, cloud and social media, we are not seen as being nearly as attractive and important to their success."

During his first weeks back at IDG, Danielson said he got a better understanding of what the company is trying to do and what it means to be a global tech media, data and services company. "I feel that our clients lack that knowledge, and there are great opportunities to change their perceptions and convince them that IDG is the place to be if you want to get the best ROI and reach the right audience at the right time," he said.

Elisa Della Rocco, *VP, Video Ad Sales, IDG.tv*

Della Rocco

Elisa Della Rocco first became acquainted with IDG as a client working on the IBM account at Ogilvy & Mather. In April 1997 she joined Network World as a regional manager responsible for the New York and New Jersey territory.

Seventeen years later, in June 2014, she left to pursue a sales opportunity at Fortune, which was just launching Fortune.com. "A previous IDG colleague of eight years had just been named publisher of Fortune as well, which made it appealing," Della Rocco said.

At Fortune, she sold integrated programs to numerous technology, finance and consumer accounts such as Microsoft, IBM, Hitachi, Amazon/Kindle, AIG and TDA. "Time Inc., [publisher of Fortune] is still shifting to a digital-centric organization, so it was interesting to compare since IDG had made the shift several years earlier," Della Rocco said.

And though she was gone, she said she never lost touch. "I kept an eye on IDG.com/Careers and also kept in contact with many colleagues, which is how I heard about the position at IDG.tv." In April 2015 Della Rocco rejoined IDG in the newly formed position of VP, video ad sales at IDG.tv.

Della Rocco said she was interested in the opportunity because video is one of the fastest growing digital mediums, "and I was impressed with the resources that were described in terms of programming and plans around video at IDG to grow this business."

In the nine months she was away from IDG, she said she gained a newfound respect for the company. "IDG is a cutting-edge digital company and compared to some other mainstream large publishers, it is ahead of the curve. I also learned that at such a large publishing house like Time, it can take some time to redirect the company and monetize digital even though its brands are well established in the market. IDG continues to be a leader in the digital space."

> "IDG is a cutting-edge digital company and compared to some other mainstream large publishers, it is ahead of the curve."
>
> *Elisa Della Rocco*

Megan Roman, *Analyst Account Manager*
IDC IT Executive Programs

Roman

Megan Roman's IDG career began in 2008 when she joined Computerworld as an account services representative. Six years later, in October 2014, she left to join Sonus Networks as a sales operations analyst. "It didn't take me too long to realize that I had made a mistake in my choice to leave IDG," said Roman.

She reached out to a friend, **Sarah Nadeau**, a client services representative at IDC, to ask about what opportunities might be available. "Sarah let me know about an opening at IDC and I applied immediately," said Roman, who rejoined the company in February 2015 after just five months away.

"There were many reasons why I wanted to return to IDG," Roman said, "but an important one was the people. There are talented and intelligent people at other companies, but there is something special about the people here. The work that we do here, the products and services that we offer, and [IDG founder] Pat McGovern's mission and legacy are all things that I take pride in being associated with," she said.

"IDG also encourages a healthy work/life balance and is dedicated to supporting employees in trying new projects and taking on new responsibilities."

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Thomas Barrieau, *Director, Sales Enablement, Custom Solutions Group, IDC*

Barrieau

Thomas Barrieau was among a large group of IDC employees laid off in 2009 when the U.S. economy tanked. Having joined the company the year before as a program manager in the Sales Advisory Service, a practice within IDC's Executive Advisory Group, Barrieau was not looking for a change.

"I certainly didn't want to leave, having really come to enjoy my work and the culture at IDC. That said, I understood the circumstances and actually felt bad for the people who had to lay me off—it was clear they didn't want this either and hated to do it. I'd have to call that departure more sweet than bitter, though, because I felt great about the work I'd done while here (some of the intellectual frameworks I had put in place are still in use today, and I happily leverage them in my current job), and it helped me to have the confidence to become an independent consultant when I left."

Barrieau started his own business doing sales productivity consulting. "I landed some great clients—including Comcast and Harvard Business Publishing—and did some exciting engagements that really helped me grow professionally," he said. He also stayed in touch with former colleagues at IDC, for whom he ended up doing a number of consulting engagements. "I did some executive briefings and a number of research projects that both kept me plugged into the latest sales/market best practices and helped me to get to know some people with whom I now work very closely — including my new manager."

Barrieau rejoined IDC in January as the director of the Sales Enablement Practice within the Custom Solutions Group.

And he is very happy to be back. "I've always thought IDC was a special place. The culture we have here, part business/part academic, appeals to me, and I enjoy working with people who have a deep understanding of this fascinating industry we cover. Being at IDC keeps me at the forefront of what's happening, and that never gets boring. Heck, we 'Analyze the Future,' right?"

Being away from the IDC culture only reinforced his regard for the company. "We work for a great company. Meritocracies, both at the macro level of how you run a company and at the micro level of how you are able to push various initiatives forward, are altogether too rare these days. Here at IDC, things get done based on your ability to advance clear and rigorous thought based on sound analysis—that and your ability to generate profitable revenue for the company. Working with a bunch of really smart people, as we do, makes that a comforting business proposition upon which to base this portion of my career."

Katherine Noyes, *Senior U.S.*
Correspondent
IDG News Service

Noyes

Katherine Noyes joined CIO magazine as an associate editor in 1993, at a time when the magazine was expanding the number of issues it was publishing each year. "I was the first of several editors to be hired to help expand the editorial team's capacity. When I left two years later, I was a senior editor in charge of columns for the magazine."

Noyes decided to leave IDG in order to attend graduate school at Indiana University. "My plan was to do a Ph.D. in marketing at IU, and I got about halfway through that. Then life intervened, and I met my husband, who was also a graduate student there. We got married in 1998, and our first daughter was born in 1999."

> "I don't mean to sound like I'm pandering, but no other organization I've worked for has compared with IDG in terms of its treatment of its employees or its high journalistic standards. I'm really proud to be a part of this company again and hope to stay longer this time."
>
> *Katherine Noyes*

In the meantime, she had begun working remotely for CIO again as an editor. She continued with CIO until 2002, when she was laid off along with several other people on staff.

After that, she taught university classes for several years at the University of Colorado at Boulder and, later, the University of Central Arkansas.

"Then I discovered the writing side of journalism," she said, "and went on to write for ECT News, PCWorld and Fortune magazine, among other outlets. Particularly at Fortune, I gained a lot of experience writing about big data, analytics and other enterprise topics."

Beginning in 2010, she wrote regularly for PCWorld on a freelance basis, until early this year when she rejoined IDG in a full-time role as a senior correspondent for the IDG News Service covering enterprise software.

Noyes said she had grown weary with the world of freelancing,

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noteworthypeople

Promotions

McGrade

IDG TechNetwork SVP/GM, Business Operations **Tom McGrade** has been promoted to EVP/GM, Business Operations for U.S. Media. "Since Tom joined our company two years ago, he has created a dramatic impact in several areas," said U.S. Media CEO **Pete Longo**. "Under Tom's direction we have organized our U.S. Media ad operations group into one unit, greatly increasing our efficiency and campaign performance. We globalized our advertising stack so that on a worldwide basis each country now operates on a common ad serving platform, data management platform, video platform and auction platform, allowing for greater inventory sharing on a worldwide basis. We now have RTB operating on a worldwide basis, which, as of last month, is a seven-figure business for IDG. In addition, he has spearheaded our private marketplace business, which also reached a new plateau in March, having increased threefold in the January to March period. In his new role all ad operations, programmatic, data and publisher development teams will report up to Tom as part of business operations for U.S. Media." tom_mcgrade@idgtechnet.com

IDG Communications Senior Human Resources Generalist **Jillian Gardner** has been promoted to human resources manager. "Jillian has been an essential part of IDG's HR community since her original date of hire in 2007 and, more recently, a trusted partner to me and integral part of the newly formed U.S. Media HR team," said **Beth Ramistella**, SVP, Human Resources, U.S. Media. "Jillian excels at her job every single day and the overall volume of work she can handle (with amazing speed and precision!) is impressive. Jillian will shift her focus away from tactical responsibilities to more strategic responsibilities in the areas of Employee Relations, Compensation, Management Coaching and Organizational Design and Effectiveness. Jillian's strong business instincts and ability to 'connect the dots' back to the larger picture will continue to make her successful as the lead HR partner for IDG.tv, IDG TechNetwork Business Operations, Programmatic and U.S. Media's Digital Media Team." jillian_gardner@idg.com

New employees

Berggren

IDC has hired **Erik Berggren** as a VP of research, Cloud. His previous jobs include CFO and COO of ThinkTank and VP of customer results and global research with SuccessFactors/SAP. He holds an M.A in business and finance from Sweden's Uppsala University and enjoys skiing and mountain biking. kberggren@idc.com

Ian Newfeld joins **IDG TechNetwork** as senior director of publisher development, coming from NTENT where he was VP of publisher development and digital advertising sales. He earned a B.S. in public policy from the University of Rhode Island and enjoys running, hiking and "pretty much any outdoor activity." ian_newfeld@idgtechnet.com

Returning employees

LeClair

IDC has hired **Andrew LeClair** as research analyst, CMO Advisory Service; in 2010 he was an intern with IDC's Go-To-Market Services group. He was most recently commercial programs manager with Wyman-Gordon Co., a manufacturer of highly engineered, closed and open-die titanium, steel and nickel-based forgings for the commercial and military aerospace, and energy markets. He holds two B.S. degrees from James Madison University in Harrisonburg, Va., one in sociology of economics and cultures and one in cultural anthropology. A self-professed foodie, he also enjoys hockey, golf and skiing. aleclair@idc.com

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and knew from experience that IDG is one of the best companies out there in tech journalism.

"When I saw the ad for this position online, it felt tailor-made for me. I jumped at the chance. I don't mean to sound like I'm pandering, but no other organization I've worked for has compared with IDG in terms of its treatment of its employees or its high journalistic standards. I'm really proud to be a part of this company again and hope to stay longer this time."

David Baron, *Sales Manager, Custom Solutions, IDC*

Baron

David Baron joined IDG in October 2006 as a sales director on the founding team for IDG Connect. "Under the leadership of Frank Cutitta [first general manager] and then **John O'Malley** [current CEO, IDG Connect] within two years we won the IDG Chairman's Cup Award."

In 2011, Baron decided to take a sales position with iModerate Research Technologies, an online quantitative/qualitative research firm that focuses on CPG organizations. "Some of my clients were Viacom (MTV, Comedy Central, Spike TV), Reebok, Converse, HBO and Yahoo!" he said.

> "I wanted to come back to IDG/IDC because it truly is a great organization.This includes the people, the professionalism, the integrity, the deliverables we offer our clients, the 'let's try it' attitude, some of the smartest people I have ever worked with and for, the benefits that are offered to the employees."
>
> *David Baron*

But the lure of IDG proved too strong. Baron kept an eye on the Careers section of IDG.com and when he saw the position with IDC's Custom Solutions Group, he applied immediately.

"I wanted to come back to IDG/IDC because it truly is a great organization," Baron said. "This includes the people, the professionalism, the integrity, the deliverables we offer our clients, the 'let's try it' attitude, some of the smartest people I have ever worked with and for, the benefits that are offered to the employees and, last but not least, I am working at an organization that an amazing individual and true visionary — Pat McGovern — created." ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Brian Clarke *IDC*

24
Paula DeMeo *IDG Corporate Services Group*
Mandie Johnson *IDG U.K.*

23
Trace Weatherford *IDC*

22
Mary Dolaher *U.S. Media*
Dawn Kezar *U.S. Media*
Donald Young *U.S. Media*

20
Karen Smalarz *IDG Corporate Services Group*

19
Mari Keefe *U.S. Media*
Albie Minkovitz *IDG Research Services*

17
Tanja van Bladeren *IDG Netherlands*

16
James Nagle *IDC*

15
Jay Gumbiner *IDC*
Paul Honens *IDC*
Fernando Muñoz *IDG Spain*

14
Cheryl Patfield *IT World Canada*

11
Lynn Holmlund *U.S. Media*
Mitsuyoshi Nishimura *IDC Japan*
Anh Nguyen *IDG Vietnam*
Susanne Schreiner *IDG Germany*

10
Linda Cavanagh *IDG Connect*

9
Andy Fong *IDC*

8
Hitoshi Ichimura *IDC Japan*
Renuka Muthumanickam *IDC MEA*
Dianna Pelaez *IDC MEA*

7
Jay Chou *IDC*
Dean Geary *IDG Global Solutions*
Regina Hermann *IDG Germany*

6
Stephen Elliot *IDC*

4
Leonardus Sumarta *IDC*
Christophe Rogers *U.S. Media*
Juraj Mateicka *IDC CEMA*

3
Peter Mayer *U.S. Media*
Eiji Ishida *IDC Japan*

2
Sanjay Gupta *IDC*
William Keyworth *IDC*
John Magee *IDC*
Martha Rounds *IDC*
Dean Cournoyer *U.S. Media*
David Alpert *IDG Connect*
Charles Zhang *IDC Canada*
Vratislav Cervenka *IDC CEMA*

1
Vanessa Vincent *U.S. Media*
Caroline Johal *IDC U.K.*
Jakub Krhovjak *IDC CEMA*
Adam Sobczyk *IDG Poland*
Beata Michalak *IDG Poland*

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One on one

story on IDG Central).

Q Can you give us some sense of the revenue potential in this area? Is it an area that is growing?

A This is the "million dollar question." I honestly couldn't put a number on it, but I can confidently say it a huge opportunity for IDG worldwide. If you look at the success we are having in the U.S. with limited resources focused on alliance marketing, just think of what we can accomplish on a global level if all markets make alliances a focus. We are not developing new products or finding new companies to call on. It's just a matter of uncovering the right contacts within the organizations we are actively doing business with and positioning AMS as a trusted partner. We can't win all alliance marketing teams, but I can assure you that we will win many if the sales effort is there.

> "If I look back at all the big wins with AMS, it always boils down to listening to the client, determining what IDG has to offer that can support the client and most of all, asking lots and lots of questions."

Q What does the competitive landscape look like for AMS?

A All of the AMS customers we work with are actively working with our competitors — from Tech Target to Spiceworks to small marketing service agencies. IDG has a distinct advantage amongst all of our competitors, however, and that is our brands, audience, marketing services, events and our ability to offer these worldwide.

Q What is your best piece of advice for working with alliance partners?

A If I look back at all the big wins with AMS, it always boils down to listening to the client, determining what IDG has to offer that can support the client and most of all, asking lots and lots of questions. The more questions I ask, the more opportunities I uncover. I have found many clients that haven't worked too much with IDG in the past view IDG as a "media company." As the questions flow and I start to peel back the onion, it opens up so many areas for us to sell into the alliance marketing teams. An RFP may have originally been planned to be just leads or a webcast, then it turns into custom content, custom events, social media, a Sonar program and more. ■

Report uncovers key trends in alliance marketing

IDG Enterprise sponsored research across the B2B tech marketing community on LinkedIn to help marketers benchmark their efforts against those of their peers. Five trends were revealed:

- Lack of partner commitment is the greatest challenge, followed by lack of resources.
- A majority of alliance professionals expect the number of partners they work with to increase over the next 12 months.
- Fifty percent of respondents expect marketing budgets to increase over the next 24 months.
- Revenue generation, demand generation, and joint sales engagement top the list of program goals.
- The top three tactics used are demand generation, content development, and lead nurturing.

Companies Link for Success
How alliances combine resources and build partnerships to strengthen presence
AMS

Read the eight-page executive summary here.

unsunghero

Anna Carolina Mota

Financial Analyst, Latin America

IDC Brazil

Financial Analyst ***Anna Carolina Mota*** *joined IDC Brazil in 2011 as an intern.*

IDC Latin America VP, Finance and Operations ***Ana Rita Lico*** *named Latin America Financial Analyst* ***Anna Carolina Mota*** *her team's Unsung Hero. "Anna Carolina's most important characteristic is that she is a multitasker, a great talent in finance. She loves a challenge, and her analytical vision helps a lot to unravel mysteries. She is a very dedicated, committed person and a great team player, which is important when working with people in other countries. She is results-oriented, and, for her, learning has no limits."*

Home São Paulo, Brazil

Career path I started as a Publishing Services & Technology intern, then was a customer service representative and now financial analyst.

Primary job responsibilities Monitoring all of IDC Latin America's financial processes, which come from the IDC Latin America regional headquarters in Miami, from bookings, documentation and billing control to management reports and making sure all revenues and payouts are reported correctly.

Three things I do in a day's work

- Follow up on purchase orders and signed contracts. I also help the IDG finance team with payments issues.
- Tracking payout control. When the Latin America consulting team delivers a service to the person or team, I make sure the agreed amount for the service is received.
- Check all IDC Latin America revenues in the system and create a revenue stream for the ones that aren't there yet. This gives us a strong base to calculate future forecasts.

What I love most about my job
First of all, I have really good friends here — friends for life. Second, knowing that any improvement in processes provided by my work can make a difference in the company's planning and strategy is very rewarding.

A hot-button issue I'm dealing with on the job I started an accounts receivable control for all of IDC's Latin American countries. Up to now, I've worked only with finances out of the Miami office and a few from IDC Mexico, so dealing with all the countries is interesting. I'm learning how their financial processes work and trying to participate bit by bit. Hopefully, this will be a big help for everyone.

Latest accomplishment We finally identified all the input revenues in the financial program, one by one, thanks to a control process I created with the huge help and patience of the U.S. finance team (they are great!). This process gives us a more accurate revenue stream, which is essential to our forecast calculations.

Career highlight Last year I was asked to work at IDC Argentina for six months and work on its finances — with no Spanish! (Ana Rita really trusts me). I came back fluent in Spanish and the job done. I was really happy about it.

Interests outside the office I love being with my family and my dogs, going outside and trekking with my fiancé. But the thing I love the most is to travel. And chocolates.

What others can't tell just by looking at me I know all the "High School Musical" songs. I was already too 'old' for them when the movies came out. Please don't tell anyone.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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PC Welt's YouTube subscribers drawn to playlists, raffles

PC Welt's YouTube channel has broadened its audience with six playlists such as Mobile World Congress and a tech talk show.

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Also inside

Media Management Institute graduates new class

One on one: CPI Media Group Publishing Director Raj Rammohan talks about the Middle East market

HP re-signs as sponsor of IDG Germany's management education program

IDC, IDG runners give it their all in this month's Boston and Paris marathons.

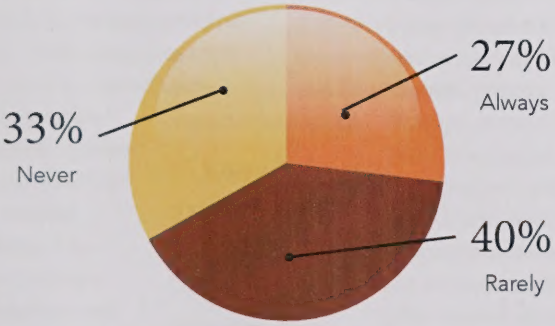
SEE MORE ON PAGE 7

Take a look at the scenery outside these business unit offices in seven cities around the world.

SEE MORE ON PAGE 8

Question of the week results

How often do you make restaurant reservations online?



Log on to www.idgcentral.com to vote on this week's question:

What is your preferred book-reading format?

CLICK HERE

DEMO brand adds Traction

DEMO Traction
THE GROWTH CONFERENCE
DEMO Deep Dive: Transforming the Data Center
John Gallant
Jeffrey Rothschild
Lance Smith

STEPHEN BRASHEAR

IDG U.S. Media SVP and Chief Content Officer John Gallant (left) leads a panel discussion on Transforming the Data Center with executives from Facebook and Primary Data at DEMO Traction, a new one-day DEMO event that focuses on connecting promising start-up companies with prospective partners. The event, part of IDG U.S. Media's portfolio, was held April 22 in San Francisco.

Employees gain insights into company's key areas of business at MMI

Participants in last week's Media Management Institute included: ***Matika Angkatavanich****, director, program management, IDG Global Solutions;* ***Christine Ayuso****, project manager, U.S. Media;* ***Scott Boutwell****, community manager, CIO Executive Council;* ***Joyce Carpenter****, director, IDG Contributor Network, U.S. Media;* ***Eliza Chue****, senior manager, program architecture, IDG Strategic Marketing Services;* ***Meg Dings****, VP, consulting, IDC;* ***Jeff Gallagher****, account director, events, U.S. Media;* ***Lee Goulet****, sales operations manager, U.S. Media;* ***Jon Guloyan****, VP, marketing and lead development, IDC;* ***Rich Hein****, managing editor, CIO.com, US Media;* ***Brian Kukowski****, senior database administrator, IDG Corporate Services Group;* ***Chris Lee****, lead web engineer, U.S. Media;* ***Mark Lewis****, VP, IDG Insider Program, U.S. Media;* ***Kathy Moran****, senior manager, Conference & Programs, U.S. Media;* ***Lauren Moranski****, manager, account executives, U.S. Media;* ***Karen Moser****, director, product management, IDC;* ***Anthony Polcino****, director, business operations, U.S. Media;* ***Valerie Potter****, assistant managing editor, features, U.S. Media;* ***Marisa Preston****, director, programmatic operations/digital platforms, U.S. Media;* ***Melissa Rocco****, account director, U.S. Media;* ***Tim Scannell****, director, strategic content, CIO Executive Council;* ***Ujwal Trivedi****, senior software engineer, U.S. Media; and* ***Dawn Voyta-Petersen****, director, SEO, U.S. Media.*

Participants in last month's IDG Media Management Institute (MMI) spent three days in Boston getting an insider's look at many of IDG's key areas of business.

Organized by IDG's Corporate Training and Development group, MMI featured presentations by 14 IDG business leaders and senior managers, including IDG Communications Worldwide CEO **Michael Friedenberg**, who shared insights into the IDG TechNetwork, programmatic advertising, demand generation, IDG.tv, finance and forecasting at IDG, editorial priorities and trends, IDC, new initiatives at the CIO Executive Council, IDG Research Services, IDG Strategic Marketing Services and the latest happenings at IDG U.S. Media.

The 23 participants were also divided into three teams and spent time throughout the program working on a case study in which each team was challenged to come up a new business proposal designed to grow revenue or audience for IDG. During the program's final session, each group presented its solution to a board comprising **Andrew Sambrook**, general manager, IDG Connect; **Andrea D'Amato**, IDG Global Solutions VP, Americas; and **Matt Smith**, SVP, COO, Finance, U.S. Media.

> "Overall, an extremely valuable few days."
> *Joyce Carpenter*

"Attending the MMI provided a great opportunity to look beyond my own business unit to learn more about other businesses and departments that collectively play critical roles in the continued success of IDG," said **Tim Scannell**, director, strategic content, CIO Executive Council. "The program and its team-based workshops also allowed me to interact with other leaders across the company to learn from their experience and apply that knowledge to current and future projects. IDG is a vast pool of incredible talent and creative dynamics, so taking the time to immerse myself in programs like the MMI will have a major impact on my activities as a manager at the CIO Executive Council and its contributions to the company as a whole."

Added **Joyce Carpenter**, director, IDG Contributor Network at U.S. Media, "Having been at IDG for over nine years, I finally have a much better understanding of the various business units and the overall strategies for the company. I really enjoyed learning about the different perspectives as my group worked on our project. Overall, an extremely valuable few days."

The Media Management Institute is one of five corporate training programs — along with the Global Media Institute, the Management Excellence Program, the IDG Professional and IDG Compass — offered by IDG's Corporate Training and Development group. Presented annually (along with a European Media Management Institute) MMI helps participants gain a better understanding of the breadth of IDG's business activities as well as the trends affecting its business priorities.

For more information, contact Carolyn Yanuskiewicz. ■

OneonOne

Rajashree Rammohan

CPI Media Group

The publishing director of CPI in Dubai, United Arab Emirates, is this week's columnist. Reach her at raj.ram@cpimediagroup.com.

"As part of the IDG family, we feel we are uniquely positioned to take local news to the world stage and bring world news and comment to the local market. No other publishing house in the region has this capability."

Q What do you publish under license to IDG?

A CPI has been an IDG partner since May 1998. We publish CNME (formerly known as Computer News Middle East) under license from IDG. We have a 20-member team working on the magazine and web portal out of the head office in Media City, Dubai.

CPI used to publish Network World Middle East as a stand-alone publication till 2011. Having undergone a major overhaul in 2012, the new-look CNME sports seven sections in the magazine, including Network World, and is uniquely positioned to deliver a comprehensive audience of all key stakeholders responsible for making technology purchase decisions in the enterprise. IT decision makers can consider CNME as the one-stop shop for all their ICT news and analysis.

The monthly magazine is circulated within GCC [Gulf Cooperation Council countries] the UAE, Saudi Arabia, Qatar, Oman, Bahrain, Kuwait and also has a limited footprint in Levant countries in the eastern Mediterranean. CNME is published only in English. This is primarily because our target audience is IT decision makers who are highly educated, in most cases Western-educated, and prefer English. Besides, the terminologies in most cases cannot be translated into Arabic.

While we still have loyal followers for our print editions, we are seeing a surge in online readership. Our recent experience shows online is the most effective platform to publish news articles, while an analysis or a feature is often better suited for print. An almost 150% growth in traffic in the last 18 months has also resulted in double-digit growth in online advertising.

Our other tech brand, Reseller ME, for the local channel industry, does not use IDG content.

Q What is the tech media market like in the UAE, and how does CPI fit in?

A We see a rapid change in the tech media market in the Middle East. Advertisers are looking more into ROI-focused campaigns, although keeping the traditional print and digital advertising as the basic mediums. For about 18 years, CNME has led the way in delivering content that is unmatched in an industry saturated with vendor perspectives. By putting users first and leveraging the experience of IT decision makers, we have earned an unprecedented level of trust and loyalty in the IT community.

Our stats reflect that 85% of readers consider CNME editorial to be as good or better than that of other publications within the sector, and 50% of readers often use CNME to make purchasing decisions based on its editorial and advertising content. This puts us ahead of any of our competitors, as the advertiser gains more ROI by being part of an unbiased publication.

Q Is there anything particularly distinctive about the UAE tech media market?

A The Middle East is a highly consultative market; it relies on traditional methods and suppliers. For an advertiser, trust plays a vital role in purchasing decisions. While we see more mature markets work purely on a CPL model, the Middle East prefers to package its media activities covering all aspects of advertising and generate ROI from such packages. One advertiser has showed interest in a packaged deal that covers print, digital and event sponsorships. With such packages, we can show them both qualitative and quantitative ROI from their media spend.

Q What kinds of events do you produce?

A Events are fast becoming an integral part of our business model, as we recognize the growing need for our audience to meet and interact with potential partners. We started the year with the CIO 100 program where 100 top CIOs in the region were honored for their successful technology implementations. This was the first time we brought this globally well-known awards program to the region, though we have done CIO 20 and CIO 50 in the past. We haven't exactly replicated the CIO 100 Program of IDG, rather it was an extension of CIO 50 from 2014. We invited nominations based on 2014 implementations, and the winners were chosen from this list. We then held a morning forum and followed it up with the awards. The program also helps us generate a lot of content based on regional best practices.

CNME currently hosts monthly CIO Council Roundtables in association with technology partners. These are two or three morning sessions, leading up to a networking lunch with 12 to 15 CIO/IT decision makers in attendance. **Jeevan Thankappan**, the group editor of CNME, moderates the roundtables, and these are held in in various cities in Saudi Arabia, Qatar and the UAE.

We also host a series of end-user-focused events in Saudi Arabia, Qatar and the UAE that provide a unique opportunity to generate leads and promote brand visibility in an intimate setting. Enterprise 360 Security, Cloud & Data Center Roadshows are such events, and they attract close to 100 attendees per

continued on page 6

HP re-signs as sponsor of IDG Germany's CIO management education program

IDG Germany recently re-signed Hewlett-Packard to a second three-year contract as the exclusive partner of its Leadership Excellence Program (LEP). One of the most profitable programs in IDG Germany's portfolio, the program focuses largely on developing the general management skills of CIOs, who now spend more time managing people than technology.

"There is a need for management training for IT managers, so there is no IT content in the LEP," said IDG Business Media Head of Database Operations **Mirja Wagner**. "Managers get an overview about leadership, strategy, change management and competition."

HP has been a sponsor of the program since its founding in 2012 and will continue to be through 2018. "HP sees this as a valuable opportunity to build long-term relationships with senior IT decision makers, in particular the next generation of CIOs," Wagner said. She said HP has two representatives on site during the program's two modules and sends others to the different events to which IDG Germany invites LEP alumni.

The course is offered once a year in two modules. Each fall there is a five-day class on management skills at WHU – Otto Beisheim School of Management in Vallendar, Germany. For the international component of the program, the following spring attendees have four days of practical experience on intercultural issues in either India or China, which were chosen because both are prime production countries and managing that part of the business is key to CIOs' evolving roles. Some of the course offerings of this February's India module included intercultural and legal aspects of doing business in India and the myths and realities associated with IT offshoring to India as well as field trips to production sites of Indian and European companies' India-based facilities.

*Among those organizing LEP at IDG Germany are (l-r): Head of Database Operations **Mirja Wagner**, CIO Germany Editor-in-chief **Horst Ellermann** and Project Manager **Riem Sarsam**.*

WHU is largely responsible for the content of the classes, and IDG Germany manages all other aspects of the program, from marketing it to choosing the participants. IDG Germany and HP representatives decide which applicants are selected for the program. Participants must have IT responsibility at a company with 2,000 or more employees, at least 10 years of professional experience and at least five in a leadership role. The class limit is 25 people.

The class from the 2014 Leadership Excellence Program, organized by IDG Germany and sponsored by Hewlett-Packard, took a break from their India module for a photo.

CIO Germany — "a very strong brand that readers trust," Wagner said — is also involved in the program's development, which Editor-in-chief **Horst Ellermann** works on with WHU. "CIO is very close to the target group of IT executives, so we know what they want to know and what their aims and objectives are," Wagner said. Other LEP organizers at IDG Germany include Project Manager **Riem Sarsam**, Account Manager **Elinor Selbeck** and Executive Relations Director **Henriette von Wangenheim**.

Tuition is 7,500 euros (US$8,000) for both modules. From those tuition fees IDG Germany pays WHU 15,000 euros ($15,900) for each of the course's nine days.

The program is marketed to IDG Germany's VIP database and through articles in CIO and Computerwoche. LEP alumni are invited to four to six of IDG Germany's bigger events "so they become part of our CIO community through personal interaction with their peers, their fellow alumni and the CIO community."

Click here for more details or contact Mirja Wagner. ■

PC Welt uses playlists, raffles to increase subscribers to its YouTube channel

PC Welt's YouTube channel recently saw the number of its subscribers top 100,000, contributing to the channel's 700,000 to 1 million video views per month.

Not strictly devoted to tech news, the channel has broadened its audience with six playlist sub-categories. These are devoted to topics such as Mobile World Congress, product test results, PC Welt's souped-up Höllenmaschine ("Machine From Hell") and others. This spring, PC Welt added a seventh playlist called Tech Up.

"Tech Up is a talk show about tech," said **Daniel Behrens**, editor of PC Welt and AndroidWelt and head of video production. "Two or three editors from PC Welt and AndroidWelt discuss hot tech topics of the day. We don't produce Tech Up on a regular schedule, but when breaking tech news happens." There are currently 35 Tech Up videos, from just under two minutes long to nearly 20 minutes long.

According to Behrens, the most popular PC Welt playlist is the one for PC Welt's Höllenmaschine. Its 30-plus videos have collected more than 500,000 video views to date. Also popular are videos about Windows 10, 3D printers, personal drones and smartphones.

Behrens said that when combining all of PC Welt's various video revenue streams (YouTube ads, pre- and post-roll ads on PCWelt.de videos and paid syndication of videos to other portals), "we are break-even or slightly profitable. But even if we weren't, we would continue to post videos on PCWelt.de and our YouTube channel because it is a valuable investment in the future. As with any Facebook activities, videos — especially those posted on YouTube — are a way to gain audience you couldn't get otherwise. PC Welt also uses raffles to pull in new subscribers. Its biggest raffle to date with 80,000 hopefuls was for the Höllenmaschine 6 — the PC was worth more than 20,000 euros (US$21,000) — late last year. "To keep subscribers entertained we have smaller raffles for t-shirts from our Geek Shirt Shop," Behrens said. "At the moment, we're running a raffle for the Höllenmaschine Portable, a 'pimped-to-the-max' notebook computer and the little brother of the Höllenmaschine."

> The sales team from YouTube and its parent company Google feature PC Welt's channel as one of the premium areas for video advertising on YouTube.

To enter the Höllenmaschine raffle, people had to first subscribe to the PC Welt YouTube channel, then enter their YouTube user name in the raffle. "To subscribe to a YouTube channel you only have to log in to YouTube with a Google account, then click on the Subscribe button. People can only enter each raffle once; we filter out any duplicates," Behrens said. For the smaller raffles, he said users only have to write a comment on the video's page stating they want to win, "ideally in combination with constructive feedback on the video."

(L-R): PC Welt Editors and frequent video hosts **Dennis Steimels** and **Michael Schmelzle**, PC Welt Editor and Head of Video Production **Daniel Behrens** and freelance video producer **Christian Seliger** on the set of Tech Up.

As the channel owner, PC Welt has no access to the personal data or even email addresses of its subscribers. "We can only see their user names," Behrens said. "To take part in the Höllenmaschine raffle users had to fill out a form that did ask for personal data. If people opt in for PC Welt promotional offers their data goes into the IDG Germany database where we use it to send them newsletters or product offers. Apart from that, the more YouTube subscribers you have the more monthly video views you get. And more video views bring in more revenue."

According the IDG Germany Publisher **Jonas Triebel**, the sales team from YouTube and its parent company Google feature PC Welt's channel as one of the premium areas for video advertising on YouTube. Behrens attributed this to "our high-quality video content that draws a lot of thumbs-ups/likes from our viewers." He added that every PC Welt video has an accompanying ad before the content begins.

PC Welt has one freelance video producer, **Christian Seliger**, who works solely on video production of the videos (shooting, editing, publishing). All the hosts in the videos are print and online editors from PC Welt and AndroidWelt.

See the video Behrens and his team produced when PC Welt topped 100,000 YouTube subscribers. For more information contact Daniel Behrens. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

York von Heimburg *IDG Germany*

22

Karine Paoli *IDC U.K.*

16

Curtis Price *IDC*
Nikolina Jurisic *IDC Adriatics*

15

Dagmar Schütze *IDG Germany*
Lisa Esseen *IDG Germany*

13

Kevin Brodie *IDC*

12

Linda Grier *IDC U.K.*

11

Melissa Bambauer *IDC*
Rene Heuser *IDG Germany*
Luciano Crippa *IDC Miami*

10

Jakub Stolarski *IDC*
Jerome Drevet *IDC France*
Alexi Gvozdenko *IDC Ukraine*
Carolina Hernando *IDG Spain*

9

Svetlana Barbarawi *IDC CEMA*
Chani Stern *IDC Israel*
Manfred Riepl *IDG Germany*

8

David Hammett *IDC Middle East, Africa and Turkey*
Daniel Feith *IDG Germany*
Lars Dobos *IDG Sweden*
Marie Jerbrant *IDG Sweden*

7

Pearce Rohan *IDG Australia*
John Delaney *IDC U.K.*
Sven Hollunder *IDG Germany*

6

Annette Berg *IDC Denmark*
Annsofie Petersson *IDC Sweden*
Marina Soldatova *IDC Russia/CIS*
Jeroen Boer *IDG Netherlands*
Marius Flückiger *IDG Switzerland*

5

Nathalie Feeney *IDC France*
Lenka Zizkova *IDC CEMA*
Joern Leue *IDG Germany*
Halyna Kubiv *IDG Germany*
Ben Tumminaro *IDG Netherlands*

4

Christian Glas *IDC Central Europe*
Spencer Izard *IDC U.K.*
Dennis Steimels *IDG Germany*
Semir Jasarevic *IDG Sweden*

3

Bence Bagi *IDC Hungary*
Florian Heider *IDG Germany*
Henk Jan Buist *IDG Netherlands*

2

Alexander West *IDG Australia*
Piotr Pietruszynski *IDG Poland*
Natasha Cristi *IDC Middle East, Africa and Turkey*
Cenk Soyluoglu *IDC Turkey*
Jessica Papachriston *U.S. Media*
Paula Berenárd *IDG Sweden*
Alma Delia Gonzalez *IDC Mexico*

1

Hani Al Sayed *IDC Saudi Arabia*

Scene in Scotland

PAMELA CARLSON

Jana Pelikanova*, managing director, IDG Czech Republic, takes in some Scottish culture during a break from the meetings at last week's International Managers' Meeting in Edinburgh.*

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One on one

city. Gala dinner awards ceremonies are another way of engaging with our readers, and we host these twice in a year under the brands of Network World Middle East Awards and ICT Achievement Awards.

Q What are some of CPI's reader revenue initiatives?

A CNME has adopted a 360-degree approach to the revenue generating initiatives in the Middle East. Print is still a premium revenue generator with traditional print advertisements, advertorials, technology guides and content creation for prominent partners. Digital advertising is also growing, and we have spread our wings to lead generation activities online. Events play a crucial role in revenue generation. Recently we have introduced the CNME Research Hub, leveraging our long-standing relationships and credibility in the region to cull genuine data and gauge tech spending trends in the Middle East. This is an in-house initiative, and the research is carried out by our own editorial staff, reaching out to the relevant IT decision makers from the whole region to gather data, and subsequently analyze it to bring out the reports. These reports are further commercialized. This is a first-of-its-kind initiative in the Middle East, as no other media houses offer research capabilities.

Q How have you integrated mobile into your product offerings?

A We have yet to venture into mobile applications. However, our websites are optimized for the mobile platforms, and we are planning to bring out mobile apps very soon. PDF copies of all our magazines/guides are uploaded on to the websites for digital viewing.

Q How has CPI benefitted from its relationship with IDG?

A As part of the IDG family, we feel we are uniquely positioned to take local news to the world stage and bring world news and comment to the local market. No other publishing house in the region has this capability nor publishes a range of IT titles that belong to globally recognized magazine product families. Our IDG relationship also helps us look into various new media initiatives from the global market and integrate them to match the requirements locally. We have also started working very closely with IDG Global Solutions, and that has resulted in a significant increase in revenue, especially from vendors who are looking to enter the Middle East market. ■

Not just out for a jog: seasoned runners take on a marathon challenge

For a group of intrepid IDC and IDG runners, this April signified not just the arrival of spring but also a personal challenge to complete a 26.2-mile run to the best of their abilities. Four of them took on the Boston Marathon on April 20, and another said *bonjour* to the Paris Marathon on April 12.

The Boston event took place on one of the coldest days in its 119-year history, with the temperature in the 40s, wind and rain. Despite that, IDC SVP/Chief Analyst **Frank Gens** — who's tackled Boston three times and nine marathons overall — ran it in 3:22:28, his best Boston by seven minutes and one minute behind his best-ever marathon time. "Unbelievably, I finished 33rd out of 926 in my age group," he said. "The bad weather must have been motivating me to finish fast." The best part of the race was seeing his family cheering for him about a mile before Heartbreak Hill — "a huge boost!" Gens and his training buddies in Lexington, Mass., ran as part of Boston Children's Hospital's Miles for Miracles team, which overall raised $1.5 million. Next up is a suburban Boston marathon in July and his first New York Marathon in November, for which he is time-qualified.

***Frank Gens** with his son Andrew at the finish line in Boston.*

***Yazmin Vallejo** hit the finish line for the second time after visiting IDG's Boston office (in background,) last week.*

IDC Mexico WW Senior Production Coordinator **Yazmin Vallejo** took off with the wave one runners — a prestigious seeding — and finished her first Boston in 3:07:53, the fourth-best time of all female Mexican runners that day. She had been a high-level competitor for the University of Central Missouri and has been a nationally ranked and semi-professional runner in Mexico for the past few years. "Being part of such a historic marathon and running with the support of so many cheering, enthusiastic fans was a great thrill," Vallejo said. Now that she has her seventh marathon under her belt, Vallejo is looking forward to the Berlin Marathon in September.

Warren Childs, consulting director for IDC's Desktop Systems group, conquered the course in 3:41:25, his first Boston as a qualified entrant after running in 2010 through a waiver with his Colonial Runners Club south of Boston. "Starting in the third wave, it was rainy, cold and wet the whole way, but I would rather have that than too hot — plus I had trained all winter in miserable conditions," he said. Nonetheless, he ran the time he had hoped. "Turning left onto Boylston St. for the final quarter of a mile is an incredible experience. You're beat up, and there are thousands of spectators cheering you on."

Childs has finished eight marathons since 2009 and plans to take a break for at least a year. "We'll see how that works out!"

Boston-based IDG News Service Writer **Fred O'Connor** qualified for his fifth Boston Marathon and finished in 3:03:53, placing 3,396th overall. He's also run the Chicago and New York marathons and others in Malibu, Calif., and Portland, Maine. O'Connor is a regular participant in road races as well as overnight relay races and said his marathon training helps with the latter, since his total mileage for those races is close to 26 miles.

SVP/Enterprise Systems and IDC Fellow for IoT **Vernon Turner** earned a lottery spot to run Boston in 2014 but missed out this year. Around the same time, the CEO of one of IDC's customers, Schneider Electric, asked him to be his training and running partner for the Paris Marathon, for which Schneider is the primary sponsor. "Of course, the customer is always right — even with this most unusual request — and I agreed," he said. Turner was on track to finish at his goal of 4:15 when he struggled with glycogen depletion around mile 22. Despite that, he clocked in at 4:37:00, his personal best among his three marathons. Turner will be in Washington, D.C., for the Marine Corps Marathon in October. Having had two heart surgeries in 2011, "every day is a blessed day for me." ■

***Warren Childs** and his wife Abby after the Boston Marathon.*

***Fred O'Connor** is in marathon training mode eight months a year.*

***Vernon Turner** takes to the road in Paris.*

rooms with a view

The editors of IDG World Update asked colleagues to share the views from their offices.

IDG WORLD UPDATE

***IDG World Update** Assistant Editor **David Bromley** said his immediate view of the South of Market area of San Francisco isn't the prettiest in the city — "It's mostly the approach to the Bay Bridge" — but in the distance he can see his apartment building on the hill beneath the locally iconic Sutro Tower, built in the early 1970s to improve the city's television reception. "Well, with binoculars I can see my place."*

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Daniel Behrens *IDG Germany*
Raj Rammohan *CPI Media Group*
Mirja Wagner *IDG Germany*
Carolyn Yanuskiewicz *IDG*
...and all the marathon and room-with-a-view contributors.

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*From **IDG China**'s sixth-floor office, Corporate Communications VP **Karen Ren** looks out on Beijing's Chang'an Avenue, one of the city's major thoroughfares and the site of military parades and presidential motorcades. Across the street on the right is the Guanghua Chang'an Mansion, home of the Beijing Chang'an Grand Theater. To the left is the white Beijing International Hotel, where many of IDG China's guests stay.*

DOMINIK TOMASZEWSKI

*Macworld U.K. Online Editor **David Price** looks out on two of London's most famous buildings from his seat at **IDG U.K.**'s offices. The modern building on the left, built in 1997, is the British Library, the national library of the U.K. and the largest library (by number of cataloged items) in the world. The spired building on the right is St. Pancras International Station, completed in 1868. Price said in the distance beyond the library "I can just make out Parliament Hill, where I proposed to my wife in 2010 — a nice reminder whenever I glance in that direction."*

***IDG Australia** in North Sydney "has amazing views from the whole southern side of our office," said Managing Director **Davy Adams**. "You name it — the Sydney Harbour Bridge, the city skyline and the commuter ferries, which several of our employees take to work."*

IDG WORLD UPDATE

*"I am very fortunate to have a view of Boston's Back Bay, the Charles River, and the city of Cambridge from my window," said IDG International Pubiishing Services Systems Manager **Patrick Kenney**. The view extends from the Longfellow bridge (just out of the frame to the right) to Kendall square in the center, and MIT to the left. Starting in early spring there are classes of beginning sailors in dozens of one-man sailboats. And on fall mornings the crew teams (from MIT and Harvard, I assume) are out there training.*

*Office Manager **Gina Graham** said that while no one at New York City-based **IDG TechNetwork** has a private office, "we do have a number of conference rooms with windows and nice views." She called this view up Madison Avenue in Midtown "the best view we have."*

NUR IZZATI AB KADIR

*According to **IDC ASEAN** Managing Director **Jim Sailor**, the view from the kitchen area at IDC's offices in Malaysia looks out at the apartment towers in the Kuala Lumpur suburb of Bangsar, "a nice neighborhood."*

If you have an interesting view from your office, please take a photo and send it to the World Update editors for a future slideshow on IDG Central. Write to IDG World Update.

IDG World Update

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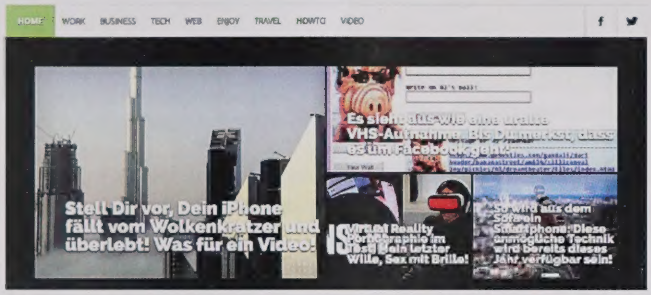
IDG Germany launches BIZRUPT for B2B audience

BIZRUPT
WORK.SHARE.ENJOY.



Stell Dir vor, Dein iPhone fällt vom Wolkenkratzer und überlebt! Was für ein Video!

Es sieht aus wie eine uralte VHS-Aufnahme. Bis Du merkst, dass es um Facebook geht!

Virtual Reality Pornographie im Test: Mein letzter Wille, Sex mit Brille!

So wird aus dem Sofa ein Smartphone: Diese unmögliche Technik wird bereits dieses Jahr verfügbar sein!

The social sharing site focuses on topics that appeal to its current B2B audience such as distruptive technologies, IoT, mobile and careers.

SEE MORE ON PAGE 5

Also inside

Compass offers employees tools to navigate IDG
IDG Vietnam launches country's first 4G LTE event
IDC invests in big data tools, processes, personnel
CIO New Zealand event focuses on tech trends
One on one: IDG News Service's Nick Barber

Out with binders and bookcases: IDC Finance frees up workspace, thanks to new accounting system.

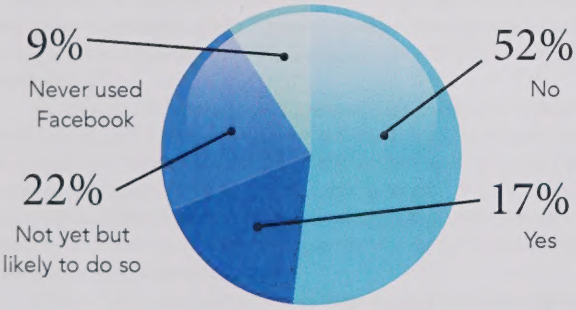
SEE MORE ON PAGE 8

Unsung hero: IDG Enterprise Senior Event Planner Shay Egan is this week's nominee.

SEE MORE ON PAGE 9

Question of the week results

Have you quit Facebook?



Log on to www.idgcentral.com to vote on this week's question:

How often do you make a restaurant reservation online?

CLICK HERE

Meet. Learn. Manage. Excel.

LAURIE BUTSON

Twenty-two employees from six business units participated in the IDG Management Excellence Program last week in Wellesley, Mass. Among the the attendees (l-r): Rick Currier, director of sales, West Coast, U.S. Media; Keith Linden, director of sales, East Coast, U.S. Media; Karsten Linde, director, program design and new business, IDG Germany; Suzanne McMillen, director, online billing, U.S. Media.

IDG Vietnam launches country's first 4G LTE Conference

4G
LTE
ATIONAL CONFERENCE 2015
HỘI THẢO QUỐC TẾ
IDG
26 MARCH 2015
MELIA HOTEL | HANOI
MASTER PLAN, TECHNOLOGY OPTIMIZATION AND SERVICE DIVERSIFICATION

The IDG Vietnam events team poses for a photo following a successful conference. Pictured above are Tien Nguyen, VIA representative (second from left); ***My Nguyen,*** *event manager (third from left);* ***Anh Nguyen,*** *event director (fourth from left); and* ***Mai Trieu,*** *event manager (fifth from left) as well as the remaining events team.*

With 4G LTE technology making rapid inroads in Southeast Asia, IDG Vietnam last month served as co-organizer — along with the Vietnam Internet Association (VIA) — of the country's first 4G LTE Conference.

The one-day conference, held in Hanoi, began with a series of six keynote addresses focusing on the 4G LTE Master Plan for Vietnam and featuring telecommunications leaders from telecom management agencies in Vietnam, Laos, Cambodia, Thailand and Myanmar.

The second half of the day comprised two concurrent sessions focused on implementing 4G LTE technologies and service diversification on 4G LTE platforms.

More than 400 telecom professionals from the private sector and government agencies attended the conference, which was supported by Qualcomm, Viettel Group, Samsung Technology Group, Huawei Technology Group, Ericsson, Cisco, Dell, MK Smart and Schneider Electric.

For more information, contact Operations Director Pham Thi Thu Trang. ■

IDG Compass gives employees tools to navigate the company

Employees reaching two years of service are eligible to participate in IDG's newest corporate training program: IDG Compass. Designed to give tools and information to employees that will help them better navigate within IDG as a whole, the second Compass program of the year took place earlier this month at the company's Boston corporate headquarters.

"Given the size and scope of IDG, it typically takes employees a little while to understand the company in general and for them to feel part of a greater whole," noted **Carolyn Yanuskiewicz**, training and HR project specialist. "IDG Compass aims to help them do both those things."

In addition to focusing on topics including career management, IDG's competitive landscape, personal motivation and hot topics/key initiatives happening at IDG and IDC, employees in the two-day program take part in themed discussion groups led by the Hot Topics speakers (**Nick Barber**; **Colin Browning**; **Mark Lewis**), work in small groups on a case study and have plenty of time for networking and meeting new colleagues.

Senior IDG managers and business leaders serve as speakers during the program and a number of presenters joined Compass participants at an informal cocktail reception held at IDG's corporate headquarters at the conclusion of the first day.

This month's program was organized and hosted by Yanuskiewicz, **Jillian Gardner**, HR manager, IDG U.S. Media; **Sarah Santos**, manager, compensation and HR projects; and **Jordan Nuerminger**, training and development coordinator.

For more information contact Carolyn Yanuskiewicz. ■

Back row, l-r: ***Brad Chacos****, senior editor, PCWorld, U.S. Media;* ***Erik Swanson****, designer, U.S. Media;* ***Keith MacLean****, senior account executive, IDC;* ***Ashish Nadkarn****, research director, IDC;* ***Dave Schubmehl****, research director, IDC;* ***Andy Fargnoli****, data solutions manager, U.S. Media;* ***Joel Weisberg****, digital producer, Creative Labs, IDG Strategic Marketing Services;* ***Luciano Crippa****, research & consulting manager, IDC Latin America;* ***Robert Young****, research manager, IDC. Stairs, l-r:* ***Rachel Lavallee****, client services coordinator, U.S. Media;* ***Alyssa Obin****, account services specialist, IDG List Services;* ***Andrea Heaney****, senior manager of program architecture and product development; IDG SMS;* ***Catherine Li****, payables analyst, U.S. Media;* ***Shelby Phillipo****, account executive, IDG List Services;* ***James Lenza****, manager of program architecture; IDG SMS;* ***Caitlin McGarry,*** *staff writer, Macworld, U.S. Media;* ***Lucy Sandison****, HR generalist, U.S. Media.*

OneonOne

Nick Barber

IDG News Service

The multimedia correspondent and video content manager for the IDG News Service is this week's columnist. Reach him at nick_barber@idg.com.

"One of the many strengths of the News Service is that we have reporters in 17 cities on five continents closely covering the technology markets. We can source video from all of them. All of the content including text articles, images and video are available to licensees and subsidiaries at www.idgns.com."

Q What is World Tech Update?

A World Tech Update (WTU) is a recap of the week's tech news in about five minutes. It publishes to the IDG News Service newswire every Thursday for sites around the world to run. We've seen it run in a dozen countries and translated into several languages.

I actually pitched the idea for WTU during my job interview with IDG. About three months after I started it was up and running.

We're going to be making some improvements to the show, which will include changing the format to better fit consumption habits. More on that a little later.

Q Can you briefly outline the video products you produce for IDG News Service for use by all IDG business units and licensees?

A One of the many strengths of the News Service is that we have reporters in 17 cities on five continents closely covering the technology markets. We can source video from all of them. All of the content including text articles, images and video are available to licensees and subsidiaries at www.idgns.com.

For video we provide a number of options. First of all, we're the hub for much of IDG's content. In addition to News Service reports, you can find content from PC World, PC Advisor, Computerworld, CIO, IDG.tv and others.

We produce branded programs like World Tech Update and Breakout Startups. We also produce stand-alone news reports and product reviews covering everything from the latest iPhone to a solar-powered plane flying around the world. Some of the reports are complete packages with a voiceover and script for localization while others are raw footage or b-roll. We have a robust video archive for everyone to use.

Q How do you work with your customer base?

A We're happy to help our customers in any way we can. Usually it includes uploading b-roll clips from trade shows so that subsidiaries and licensees can produce their own reports.

Last year we worked with the team at IDG Sweden to test out a telecommuting robot. It was driven around the Boston office by the Sweden team and was very fun! We're also collaborating more with U.S. Media. At this year's Mobile World Congress in Barcelona, Spain, **Martyn Williams** [IDGNS senior correspondent] and I looked at five gadgets and determined which ones were important and which weren't in a video called Killer or Filler. Please contact me for requests.

Q You mentioned some planned adjustments to World Tech Update?

A We are planning to refresh the graphics and tweak the format. We are going to experiment with producing a more frequent, but shorter version of the show. That will be more in line with online video consumption habits. WTU is a major content pillar for IDG and the News Service, and we definitely want to continue it. We're hoping to grow our 11,000-plus person fan base on Facebook and reach an even wider audience.

Q How closely do you work with IDG.tv in terms of planning/shooting video?

A We are excited to work more closely with IDG.tv and **Dina Roman** [executive VP, general manager] and **Kyle Kramer** [VP, video programming] who lead the operations there. We're planning to roll out a new graphics package that gives our content a unified look. We've also had the chance to collaborate on some projects including trade shows like CES and Mobile World Congress.

Q Do you see any changes ahead in the kinds of video content that IDGNS will be producing in the next year or so?

A It's very likely because we're always experimenting. Just a few weeks ago Martyn Williams and I produced our first "live via satellite" interview with the president of Ford Americas at a new plant. It was quite a technical feat with Martyn capturing the satellite feed and me recording myself in Boston. The Ford production team thought we had a control room. Little did they know…

Q What are some tips you'd share with IDG journalists who might be shooting video to accompany one of their stories?

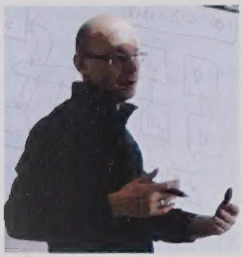
A The most important part of video is audio. If you can't hear what someone is saying or the sound is muddled people will click out of your video almost immediately. If you're interviewing someone, get as close as possible, positioning the top of their head at the top of the frame.

continued on page 8

IDC makes significant investment in big data tools, processes and personnel

IDC isn't just talking about the importance of big data in the 3rd Platform era, it's making an investment in big data as it applies to an important tool that enables analysts to collect and reconcile data.

Ferda is the code name for a database that more than 600 analysts around the world use to track data on every technology segment in every country IDC covers. (Ferda is the name of a well-known Czech cartoon character of an ant that conquers challenges.) IDC has collected more than 1 billion rows of data that it packages and delivers to customers through IDC.com and the IDC Tracker Query Tool.


*IDC CEMA IT Manager **Jan Houska** conducts a training session in the Czech Republic.*

Over the years, as the tracker business has evolved — it is one of IDC's biggest and fastest growing product lines — IDC has continued to invest in Ferda to make sure it supports the tracker business. "Recently, IDC management decided to expand the use of Ferda to some other product lines and also to greatly increase the functionality of the tool to build more sophisticated forecasting models, drive deeper analysis around the world, speed up customer delivery and improve analyst efficiency," said IDC Chief Information Officer **Mitchell Rose**.

This expansion is leading to a major investment in big data tools and processes as well as personnel. The Ferda technical team is based in two cities in the Czech Republic: Prague, home to IDC Central Europe headquarters; and Ostrava, home to a major university.

*IDC Chief Information Officer **Mitchell Rose** presents an iPhone 6 to **Lenka Skanderova**, a Ph.D. candidate in computer science, who won the raffle at a job fair in Ostrava, Czech Republic. She will soon join IDC as a developer.*

*The "Ferda summit" included IT staff from IDC offices in the Czech Republic and the U.S. (Front row, l-r): **Josef Valcuha**, application developer; **Martin Bartus**, team leader. (Middle, left to right): **Antonin Rykalsky**, application developer; **Pavel Ullmann**, application developer; **Jan Bures**, senior application developer; **Kirk Mitchener**, director of IT Systems Integration; **Mitchell Rose**, CIO; **Martin Kylberger**, director of IT Development. (Back, l-r):**Juraj Vanek**, application developer; **Radim Zatloukal**, team leader; **Jan Houska**, development manager; **Daniel Tovar**, senior application developer; **David Vach**, team leader.*

"We are doubling the size of the Ferda team and hiring in Prague, Ostrava and Framingham, and there are hires on the business side to support the larger IT team," Rose said. Eventually, the team will grow fourfold to about 25 to 30 people.

IDC is moving fast to hire the best developers in the Czech Republic, and the IT team held a job fair at the university in Ostrava to attract the best talent available. As an enticement, all the IDC job candidates were entered into a raffle for an iPhone 6.

IDC recently held a two-day summit in Ostrava with 14 IDC IT staff to review the technical roadmap and start the process of changing Ferda to improve performance, expand capability and other enhancements.

"Ferda has been a great example of how business and IT can work together for a successful outcome, and the significant investment IDC will be making is a testament to how far we have come," said **Eric Prothero**, SVP, WW Tracker Research, "None of our competitors has a platform the size of Ferda, and by further expanding the team we will be able to greatly improve the platform, simplify its interface and expand its capabilities across IDC."

Write to Mitchell Rose. ■

IDG Germany launches BIZRUPT for B2B audience

Facebook-based social sharing site aims to replicate success of sister site Technuggets

Staff at IDG Tech Media in Munich, Germany, are hoping to replicate the success of Technuggets, a social sharing site that aims to capitalize on millennials' interest in consumer tech, with a new, B2B social sharing site called BIZRUPT. Based on the same technology as Technuggets, "BIZRUPT is profiting from the experience our colleagues from IDG Tech Media have gained with Technuggets," said **Christian Meyer**, director of content, IDG Business Media GmbH.

With a tagline of "Work. Share. Enjoy.", BIZRUPT content focuses on the bread-and-butter topics that appeal to its current B2B audience such as disruptive technologies, start-ups, careers, mobile, digitization, industry 4.0, Internet of Things and others, Meyer said. But the content also aims to push those boundaries and includes lighter fare such as business travel, life hacks, workspaces, interesting events and cities, and car technology, Meyer said. All content is sorted into eight areas: work, business, tech, web, enjoy, travel, how-to and video. With this site, Meyer said, rather than the millennial audience courted by Technuggets, he and his team are trying to appeal to a much broader age range of 18 to 64.

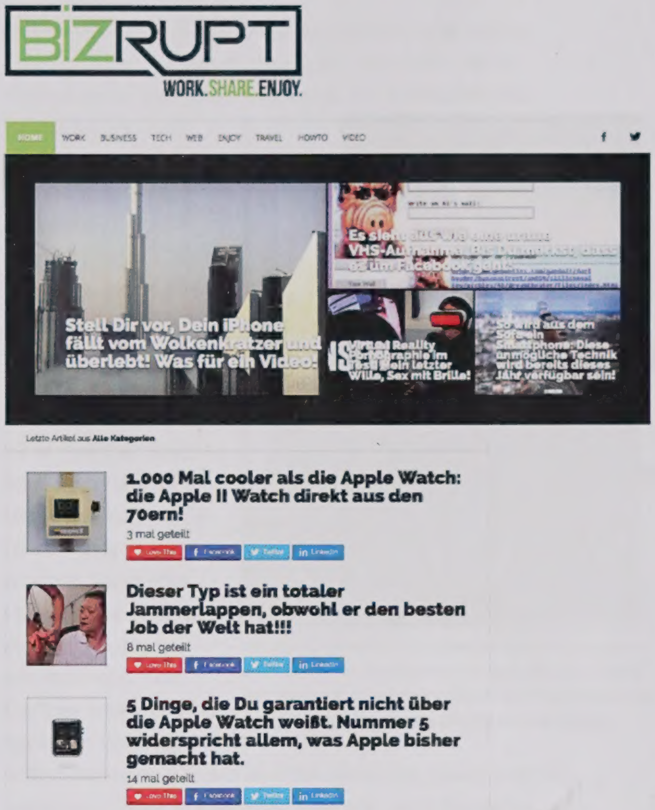
Meyer, who said they plan to share some 80 pieces of content per month, noted that his team has so far identified approximately 50 sources for suitable content. Those include: Facebook List with relevant Pages, Scoop.it aggregation tool, Feedly RSS reader, 9GAG, Vine and other social sharing platforms and Google. Content is being uploaded to the site by the same team of freelancers who handle the Technuggets site, Meyer said.

Meyer said they have been able to take advantage of insights gleaned about using Facebook from Technuggets' experience. "For instance, the worst day for posting seems to be Friday," he said. "Best posting times are weekdays between 7 p.m. and 9 p.m. These times also perform well on weekends." Meyer said they have also evaluated the tone and length of posts and "even the number of exclamation marks has been tested!" The postings that work best for them, he said, are short, address users directly, provoke responses in the comments section "and have three exclamation marks after the headline."

With buttons prominently placed atop each piece of content allowing readers to "Love this" and/or share on Facebook, Twitter and LinkedIn, Meyer said they will evaluate the new site's success based on the number of users who choose to interact — by sharing, liking, commenting or following —the content in some way.

Seven weeks after its March 16 launch, BIZRUPT has 1,300 Facebook fans. "This is encouraging to us and makes us confident we will reach our target of adding 10,000 Facebook fans per quarter," Meyer said.

For more information, contact Christian Meyer. ■



Stell Dir vor, Dein iPhone fällt vom Wolkenkratzer und überlebt! Was für ein Video!

Letzte Artikel aus **Alle Kategorien**

1.000 Mal cooler als die Apple Watch: die Apple II Watch direkt aus den 70ern!
3 mal geteilt

Dieser Typ ist ein totaler Jammerlappen, obwohl er den besten Job der Welt hat!!!
8 mal geteilt

5 Dinge, die Du garantiert nicht über die Apple Watch weißt. Nummer 5 widerspricht allem, was Apple bisher gemacht hat.
14 mal geteilt

BIZRUPT operates on the same platform as its sister B2C site, Technuggets.

Christian Meyer provided two recent examples of posts that have done particularly well on BIZRUPT. This is a fake, isn't it? created a lot of buzz, lots of likes and comments, he said. While this post, 12 Things You Can Do with Your iPhone Headset, generated wide reach "This article worked very well on the website, whereas short videos/Vines or pictures work best on Facebook," he said. website, whereas short videos/Vines or pictures work best on Facebook," he said.

New Zealand CIO100 events offer latest insights into tech trends

Now in its eighth year, CIO New Zealand's annual CIO100 breakfast event, held last month in Auckland remains a save-the-date event for local CIOs eager to learn more about tech trends uncovered by the publication's annual CIO100 research survey. The three-hour meeting has become so popular that organizers have expanded it to a second city, the nation's capital of Wellington, which allowed government CIOs to easily attend.

"CIOs based in Wellington have been asking us to hold the forum in the city," said CIO New Zealand Editor **Divina Paredes**, "and our sponsors were equally eager to gain presence in that market." The Auckland event drew 154 CIO or C-level executives, while 80 came to the Wellington edition the next day.

"The CIO100 event is a great opportunity for our attendees to get the latest insights on business technology trends, locally and overseas," Paredes said. "It's timing is important; it's held in the first quarter of the year, which gives attendees a heads up on how to build a stronger CIO agenda for the rest of the year."

The CIO100 survey is an annual research report on the top ICT-using firms in New Zealand "It is the flagship edition of CIO," Paredes said, "and reveals the current strategies and future directions of the country's 100 largest technology users." CIO New Zealand surveys the CIO or highest-ranking ICT executive at New Zealand organizations, asking them to complete a questionnaire or in some cases sit for an interview. Rankings are based on the number of screens at each company, turnover, staff numbers and IT usage/priorities.

TECH INSIGHTS INTO THE TOP ORGANISATIONS
CIO
NEW ZEALAND
BUSINESS LEADERSHIP INNOVATION
100
NEW ZEALAND'S BIGGEST USERS OF ICT

"The readers use the survey to benchmark their firms against other industries and get insights on the top trends they should prepare for," Paredes said.

Paredes designed the agenda based on insights from the CIO100 research, CIO New Zealand's annual State of the CIO report, the event's analyst speaker and members of the CIO New Zealand's editorial advisory board, which is made up of CIOs from across New Zealand.

"The program is based on what CIOs are interested in," Paredes said. "There is always an analyst speaker — in this instance, a joint presentation from two Gartner analysts — and a CIO from a top-ranked organization. The invitation is extended only to CIOs and C-level executives so the attendees know it is a valuable peer networking event."

*CIO New Zealand Editor **Divina Paredes** (left) presents an award to Joshua Bankers, manager, Enterprise Build and Release, of global dairy cooperative Fonterra, the top-ranked organization in the CIO100 research survey.*

The agendas were the same in both cities but had different keynote CIO speakers. Two CIOs from the top 10 list of the largest ICT-using companies in New Zealand — Carl Powell of Fletcher Building and Victor Vae'au of the New Zealand Defence Force — shared pointers for leading through the constantly evolving business environment. The Gartner analysts, who spoke on working with a company's board and the executive team, and the sponsors, Cisco, Unisys and Datacom, were the same at both venues. There was also a panel discussion on the top business technology trends CIOs should prepare for in the next year in both cities.

Paredes said CIO100 has always worked with different analyst firms for the event, "as we aim to provide a broad range of speakers to our audience. Gartner was featured this year based on the topic they put forward, but with past CIO100 events we use other analyst companies, including IDC and Forrester."

The event's Platinum and Gold sponsors are given speaking slots of up to 15 minutes. "They discuss the topics with me based on the trends from the CIO100 research," Paredes said. "The Cisco CIO spoke on security — the top trend in our research this year — and Unisys's spoke on innovation."

The 2016 CIO100 events will be held next year on March 22 in Auckland and March 23 in Wellington. For more information contact Divina Paredes.

noteworthypeople

Promotions

Gill

CIO Executive Council (CEC) Senior Account Executive **Lauren Gill** has been promoted to account director. "Lauren joined the CEC sales team as an account director in 2012. Since her arrival, she has been building her sales expertise and driving significant revenue," said **Kathleen Sullaway**, VP, Global Sales. "This fiscal year alone Lauren has contributed over US$800,000 in new business from prospect accounts and is 228% ahead of her sales quota YTD. We can't wait to see how she now lights up the board in the Central region." lgill@cio.com

Knellinger

CIO Executive Council Manager of Program Development **Cristina Knellinger** has been promoted to enterprise director. "Since her arrival at the CEC, Cristina has taken each role by storm," Sullaway said. "She has been instrumental in developing and driving Strategic Enterprise Services revenue in a number of very high-profile clients and prospect accounts — NetApp, Microsoft, Randstad, Dish Networks and more — which has contributed in taking the portfolio from zero to a track of over $2 million in two-and-a-half short years. She's going to take those finely honed skills and now apply them directly in the field." csergi@cio.com

Mathews

CIO Executive Council Director of CIO Programs **Carrie Mathews** is now senior director, Strategic Enterprise Services. "Carrie continues to impress our clients every day with the SES engagements she delivers," Sullaway said. "I have received countless verbatims from our clients on Carrie's skill as a session facilitator and from our partners on her professionalism to exceed the client's expectations on every engagement. Her most recent delivery at Toyota Financial brought our IDEA Lab concept to a whole new level with the incorporation of 'Jeopardy.' cmathews@cio.com

Turner

IDC Framingham SVP of Research **Vernon Turner** is now SVP of Enterprise Systems and IDC Fellow for The Internet of Things. "Vernon will work with IDC's key customers around the world as a thought leader to develop business in Enterprise Systems — an area where he is a recognized leading research executive," said **Crawford Del Prete** IDC executive vice president, worldwide research and chief research officer. "He will also devote a large portion of his time to driving IDC's research efforts across the Internet of Things. Vernon has spent much time working with IDC researchers to develop business and has established himself and IDC as leaders in the IoT space. As customers move from conceptualization to implementation, Vernon will ensure that IDC is at the forefront of this exciting growth opportunity." vturner@idc.com

Eastwood

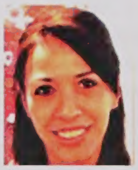
IDC Framingham Group Vice President/General Manager, Research **Matt Eastwood** has been promoted to the position of SVP, Enterprise Platforms. "In this expanded role Matt will manage IDC's Systems, Storage, Systems and Storage Management Software and Infrastructure Services research," Del Prete said. "He will oversee IDC's research in the enterprise computing space, with a key focus on 3rd Platform opportunities such as cloud infrastructure, the datacenter and converged systems. meastwood@idc.com

DuBois

IDC Framingham Program Vice President, Storage Software **Laura DuBois** has been promoted to group vice president, Storage and Systems and Storage Management Research. "Laura has done an excellent job managing our Worldwide Storage Research," Del Prete commented. "In her new role, Laura will continue to manage our Storage Research and will focus IDC on the synergies in the systems and storage management segments, while working with Matt Eastwood on how we can drive new business across the entire systems infrastructure category." ldubois@idc.com

Reinsel

IDC Framingham Group Vice President, Research **Dave Reinsel** is now group vice president and general manager, Client Computing, Consumer, Digital Marketplace, Enabling Technologies, Mobility, Security, Semiconductors and Telecommunications Research. "The move to the 3rd Platform and innovation accelerators such as next-generation security, natural interfaces and augmented reality are creating excellent new opportunities for IDC," Del Prete said. "In this expanded role, Dave will work with his team to extend IDC's reach into new segments while creating synergy between our Consumer and Telecommunications groups." dreinsel@idc.com



Kumar

IDC Framingham Program Vice President, Global Technology and Industry Research Organization **Monika Kumar** has been promoted to group vice president, Global Information Technology Research Group. "In addition to managing the Vertical Industry and Global IT Research groups, Monika will manage our Small and Medium Business Research," Del Prete said. "As a part of the Vertical Industry team, we can better align our SMB research with other increasingly important customer segments." mkumar@idc.com

New employees

IDG WORLD UPDATE

Tollefsrud

Lauren Tollefsrud joins **IDG Enterprise**'s San Francisco team as an account executive. Previously a customer success manager at FirstRain and Huddle, she holds a B.A. in English literature from the University of California/Santa Cruz and an MFA in screenwriting for film and television from the University of California/Los Angeles. Away from her desk she enjoys creative writing, tango dancing and cycling. ltollefsrud@idgenterprise.com

Returning employees

Sacino

Carole Sacino comes back to IDG as director, Strategic Solutions with **IDG Research Services** in Framingham, Mass. She was previously West Coast sales representative with Digital News and then VP of sales with Cahners/Reed Business Information. She was most recently founder and CEO of Turning Point Institute, a leadership development, coaching and consulting company working with executive-level professionals. She attended the University of Massachusetts/Boston and enjoys women's leadership initiatives, public speaking, dancing and golf. Her book *Build Your A Game: Be Seen, Heard and Remembered* was on Amazon's best-seller list in 2014. carole_sacino@idgresearch.com

Send information for the Noteworthy section to world_update@idg.com.

continued from page 3

One on One

There are also microphones that plug into smartphones and tablets for better sound.

Another key to video is stabilization. There are a number of sites that sell mounts for smartphones and tablets to attach them to a tripod. There are also flexible tripods that make it easy to mount something in a difficult situation.

Keep it short. Videos shouldn't run longer than three minutes and most should be 90 seconds or less. Think through the shots you want to get and how you want to produce your video ahead of time. A little bit of mental preparation will make the whole process easier and faster.

Avoid long talking-head videos unless you're interviewing someone like Tim Cook.

Q What are a couple examples of some of your more memorable assignments?

A I'm so grateful that I get to travel the world to see the newest technology and meet people face to face. A lot of what I do can't be done through email or a conference call because I have to see it first hand.

Last November I reported from Royal Caribbean's new ship, Quantum of the Seas. Its new satellite WiFi was fast enough to rival some land-based networks. I was able to stream HD video 60 miles off the coast of New York. The ship also had a robotic bartender that could make drinks customers ordered through an app. For guests who booked a room on the interior of the ship with no windows the ship had virtual balconies, which showed a live ocean view on an 80-inch screen.

Last year I visited United Airlines' network operations center in the Willis (formerly Sears) Tower in Chicago. I'm a bit of an aviation geek, so I found it very fascinating and I think our enterprise audience did too. From that floor the team can talk to the pilot of any United plane anywhere in the world. Understanding how incredibly complex the flight process is might make you a little more forgiving on your next delay. ■

Photo of the Day: Business units in action

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at IDG or IDC, such as (at right) U.S. Media's **Keith Shaw** and **Lauren Brousell** on a video shoot with the Metropolitan Museum of Art's chief digital officer. Send a photo and description to IDG Central.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Penny Winn *IDG International Publishing Services*

23
Christian Christiansen *IDC*

21
Denise Haines *IDC*

17
Ian Sharpe *IDG Australia*

16
Peter Short *IDC*

13
Stephen Sauer *U.S. Media*
Mitsuyuki Tachihara *IDC Japan*

12
Nobuyuki Sakata *IDC Japan*

10
Scott Lundstrom *IDC*

8
Mukesh Dialani *IDC*
Jeff Radecki *IT World Canada*

7
John Dodge *IDG Strategic Marketing Services*
Mukesh Chulani *IDC Turkey*
Jay Park *IDG Korea*
Jonathan Busse *IDG U.K.*
Nancy Le *IDG Australia*

6
Angeli Balchand *IDC Middle East, Turkey & Africa*

5
Petr Svagrovsky *IDC Czech Republic*

4
Bronwyn Harrison *IDG Australia*

3
Amanda Woolf *IDG Strategic Marketing Services*

1
Josh Williams *IDG Connect*
Deanne Kasim *IDC*
Michael Heys *IDC U.K.*
Carl Brithén *IDG Sweden*

Move to paperless accounting system results in uncluttered workspace for IDC Finance

IDG's changeover to a new corporate accounting system, Microsoft Dynamics GP, in late 2013 has proven to be the gift that keeps on giving. Since then, IDC's finance team has focused on how to best use the system to create new and more efficient processes. After their annual file-room cleaning, the team realized that the shift to a more paperless workflow has freed up office space for them. (All of IDG's U.S. business units, IDG Credit and IDG Accounting also use the system.)

*IDC Assistant Controller **Terri Schafer** sits at a table moved into the space created when IDC Finance removed nine filing cabinets and a bookcase.*

The finance group no longer needs the nine five-drawer filing cabinets used to store customer invoices with the client contracts. "We can attach invoices and customer contracts in Dynamics GP, and the details are online if colleagues in other departments need more information," said IDC Assistant Controller **Terri Schafer**.

The team also eliminated 12 three-ring binders that held copies of monthly account reconciliations, which are now stored in the file-sharing system that IDG Accounting manages.

According to Schafer, the team continues to find new uses for the system, such as creating reports to better analyze IDC's business.

"The accounting system implementation was a huge undertaking for IDG as it replaced many different financial systems," Schafer said. "The IDC Finance team put in many extra hours of to ensure that the system could meet IDC's business needs. I am very proud of the work my team has put in to making the system work for us."

Write to Terri Schafer. ■

unsunghero

Shay Egan

Senior Event Planner

IDG Enterprise

IDG Enterprise Senior Director, Events ***Deb Begreen*** *named Senior Event Planner* ***Shay Egan*** *her team's Unsung Hero. "Shay has been an amazing contributor to the Events team," she said. "No matter how full her workload, she is always willing to take on additional projects and assist others on the team. She is probably best known for her amazing creativity and craftiness, where she spends a considerable amount of her personal time and resources creating décor and ambience at our events. Shay's talent, hard-work ethic, attention to detail, dry sense of humor and positivity have brought her events to another level and made Events a better place to work."*

Home Billerica, Mass.

Title Senior event planner

Primary job responsibilities I am accountable for the successful execution of a variety of event programs to support the event needs of IDG Enterprise's technology brands. I execute the pre-event logistics and onsite management for more than 50 events a year.

Three things I do in a day's work

- I spend a lot of time working with vendors like hotels, audio-visual companies, decorators, etc. At least twice a day I am either requesting availability/pricing, requesting a contract or confirming that they received a signed contract.
- Pack a shipment, empty out another shipment, put a shipment away to find out that it's time to pack another shipment.
- Try to think of some new creative element to add to one of our upcoming events.

What I love most about my job I have the ability to be creative while executing high-quality events for our clients. No two days are ever the same! I visit some pretty cool venues (sports stadiums, wineries, historical landmarks, etc.). I really enjoy developing relationships with the hotel teams, AV crews, decorators, etc. during each event.

A hot-button issue that I'm dealing with Keeping up with event trends and always trying to stay one step ahead of the creative curve. A year ago, cupcakes and cake pops were the biggest thing going; now I start to tear up when I see those dreaded cake sticks coming near me at an event.

JOE MOLA

IDG EnterpriseSenior Event Planner ***Shay Egan*** *joined IDG in 2011.*

Latest accomplishment One of my proudest moments would be when I was recognized by receiving one of IDGE's Summit Awards.

What I'm doing to be a better employee I put 110% into any event that I work on, whether it be a multi-day conference for 500 people or a wine-tasting event for 50. I take pride in overanalyzing things and always focusing on the details.

Interests outside the office Hanging out with my dog and husband and spending a ridiculous amount of time (that I will never admit to) at Michael's craft store. #gluegunproblems

What others can't tell just by looking at me I have a sarcasm problem. My specialty is quirkiness and glitter, which has earned me the office nickname of Cray Cray Shay. I live by the statement, "Clear Eyes, Full Heart, Can't Lose."

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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ONE ON ONE - *page 3* | NEWS - *page 4-6* | ANNIVERSARIES - *page 8* | CELEBRATING 20 - *page 9*

AGENDA15 conference targets business transformation

WIth co-host Rick Pastore, VP/Strategy for the CIO Executive Council, channeling Amelia Island's historical pirate Louis Aury and CEC Community Manager Scott Boutwell getting up close and personal with some of the locals, this month's AGENDA15, a collaboration between the CEC and IDG Enterprise, made quite a debut.

SEE MORE ON PAGE 4

Also inside

IDC CIO Summit series makes first stop in Egypt
Financial Insights A/P event introduces innovations
One on one: CIO Executive Council President Pam Stenson talks about key priorities at the CEC

Don't forget to check out the latest installment of Talk IDG with Mike and Laurie now on IDG Central.

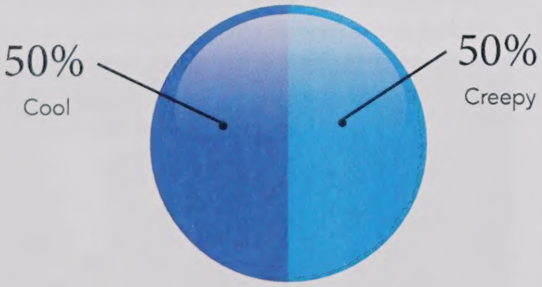
CLICK HERE TO WATCH

Celebrating 20: Maryfran Johnson, editor-in-chief, CIO Magazine & Events, heads to Vermont.

SEE MORE ON PAGE 9

Question of the week results

What do you think about someday having your packages delivered by drone?



Log on to www.idgcentral.com to vote on this week's question:

Have you quit Facebook?

CLICK HERE

IDC CIO Summit series

IDC Middle East, Turkey and Africa is in the midst of its eight-country CIO Summit series, which this year has the theme "IT Meets Business." Pictured above, several members of the IDC META conference team at the Johannesburg Summit. They are (from left): Angeli Balchand, senior conference specialist; Deepa Ahuja, conference director; Rama Bhardi, senior conference specialist; Theresa Eshiet, conference manager; Eileen Gengan, conference specialist. See more on page 2.

IDC's CIO Summit series in Middle East, Africa makes first stop in Egypt

Some of the organizers of the first CIO Summit in Egypt were (front, l-r): Maha Rashad, ITIDA; ***Ronita Bhattacharjee****, associate vice president, IDC META. (Back, l-r):* ***Shabana Mahadiwala****, conference director, IDC META;* ***Rania Mustafa****, senior conference specialist, IDC META; Engy Sallam, ITIDA;* ***Yash Dogra****, conference project manager, IDC META.*

IDC Middle East, Turkey and Africa (META) hosted its first CIO Summit in Cairo last month, which not only added an eighth country to the regional conference series that debuted in 2008 but also represented the largest gathering of CIOs ever assembled in Egypt.

The 177 CIOs, technology decision makers and government advisors spent two days exploring the key issues facing organizations in today's constantly evolving ICT environment. Most of the attendees (84%) were from Egypt, with others representing Morocco, Jordan, Lebanon and Tunisia.

This year's regional CIO Summit series, with the theme "IT Meets Business," opened in Dubai in February, followed by South Africa and Egypt in March. The Dubai conference was a regional event with 259 CIOs and IT leaders who were flown in from six countries. The conference in Johannesburg, a country-specific event, drew 103 attendees. The number of partners supporting Dubai grew to 52 from 38 in 2014, in addition to eight media partners, a new category this year. South Africa had 19 partners, roughly the same as last year.

The rest of the year includes stops in Turkey, Morocco (Francophone CIO Summit), Kenya (East Africa CIO Summit), Nigeria (West Africa CIO Summit) and Saudi Arabia.

The Egypt event was produced in association with its strategic partner, Egypt's Information Technology Development Agency (ITIDA), and supported by nine additional partners. ITIDA signed an agreement last year with IDC to develop a program that aims to enhance the role of Egypt's ICT industry as a key contributor to the country's economic growth. The Summit is one part of that alliance.

One of the panels at the Egypt summit featured (l-r): ***Jyoti Lalchandani****, group vice president, IDC Middle East, Turkey and Africa; Dr. Moataz Hassouna, Emaar Properties (Egypt), Mohammed Bahri, Aswakassalam (Morocco) and Hussein El-Gueretly, ITIDA (Egypt).*

In a show of support for the partnership, Egyptian Prime Minister Ibrahin Mahlab and Minister of Communication and Information Technology H.E. Khaled Negm delivered keynote speeches.

With a consistent format, structure and style, as well as similar partnership opportunities, the CIO Summit has developed a reputation for addressing senior ICT executives' most important concerns through a blend of keynote addresses, plenary sessions, panels, breakout tracks, case studies and in-depth Q&A sessions. IDC analysts from the U.S. and META offices are featured speakers along with local IT and business leaders.

One segment of the Summit series includes structured opportunities for networking. In Dubai, for example, there were 174 CIO-to-vendor meetings and 187 CIO-to-analyst meetings.

For this year's Middle East CIO Summit series, as a way to increase its end-user business, IDC organized workshops based on its IT Executive Programs, which help executives make more effective technology decisions. Attendees could sign up for the hour-long workshops, each led by an IDC analyst, on topics such as vendor and sourcing management, enterprise IT transformation, enterprise architecture, IT talent, DevOps and fueling innovation and profit through benchmarking. Depending on the country location, anywhere from two to six workshops were offered.

Write to Marketing Manager Anulekha Shetty. ■

OneonOne

Pam Stenson

CIO Executive Council

The president of the CIO Executive Council is this week's columnist. Reach her at pstenson@cio.com.

> "You'll see us rebrand the CEC in the fall, leverage our new partners who will be publicly endorsing and advising us on our D-Suite products, and we will focus much attention on attracting the generations we don't currently serve who are responsible for very large budgets."

Q Can you give us a quick look at the CIO Executive Council?

A The CEC (as we now refer to it) is tracking to finish FY2015 at $11 million in revenue, up from $6 million in FY2010. Our growth plan calls for us to be a $15-million business unit at the end of FY2017. The core services we offer our executive subscribers (we don't use the term "members" any more) include strategic enterprise services, digital transformation programs, peer intelligence, PR and communications services, leadership development and a thriving women in leadership program. All of our professional services offerings focus on the challenges and potential vulnerabilities CIOs and their C-level colleagues face when massive trends are threatening to disrupt their business and/or give them the opportunity to drive business innovation, enable new go-to-market strategies or create a competitive advantage.

Q Could you give us an idea of what a typical member's interaction might be with the CEC (or its other members) over the course of a year?

A When a new CEC subscriber joins, an orientation is conducted where the client outlines his or her leadership focus and responsibility, the expectations that are held of them and any potential exposures they are able to share. Typically we will probe key areas to determine what services to align them with.

The current, most common areas of engagement are around the subjects of organizational and transformational change, communications, leadership development, influence, leadership roadmaps, diversity initiatives, strategy and positioning.

From the orientation and throughout the year, a well-engaged member will attend relevant webcasts, distance learning sessions, sponsor employees in our development programs including mentoring and coaching, take advantage of our PR offerings, leverage our assessment and gap analysis tools, and attend leadership exchange regional sessions. We work very closely at senior levels within an enterprise to also customize many of these deliveries.

Q You're just back from AGENDA15—a new event that you co-produced with IDG Enterprise. How was it?

A This was a new event concept for us in partnership with IDG Enterprise with whom we've had much success co-producing annual events in the past. The entire event was dedicated to digital transformation—one of the first of its kind in the marketplace. We leveraged the event as a launch pad for our new D-Suite product line and overall it was a huge success for the CEC and IDGE.

Q Can you talk a little about your new D-Suite product?

A The D-Suite™ is a concept we launched 10 months ago at Computerworld's Premier100. The D-Suite, or digital C-Suite, is an executive team prepared to effectively lead the business transformation necessary to thrive in an increasingly digital business environment. The D-Suite leadership team must craft the vision and make the decisions that will transform products, processes and organizational capabilities. By building strength in digitally differentiating leadership capabilities, they will see the future faster and better leverage its unprecedented opportunities and manage its disruptive threats.

Our offerings include an executive team assessment, gap analysis, benchmarking and day-long labs focused on their digital transformation roadmap.

Q What else is on tap for the remainder of FY15?

A Our new products and initiatives have been in the works for over a year, therefore this is an exciting time for us. The second half of FY2015 will be focused on major marketing initiatives to ensure we aren't the best-kept secret in the marketplace. You'll see us rebrand the CEC in the fall, leverage our new partners who will be publicly endorsing and advising us on our D-Suite products, and we will focus much attention on attracting the generations we don't currently serve who are responsible for very large budgets.

Q Are all CEC members in the U.S.? If not, where else are they located and how do they benefit from membership?

A Our client base is 95% native to the U.S., however 70% of our clients operate globally. Most of our clients are represented on the Fortune 1000 list.

continued on page 8

AGENDA15 conference targets business transformation

CIO Executive Council, IDG Enterprise collaborate on new annual event

AGENDA15 broke new ground on two fronts when it debuted March 30-April 1 in Amelia Island, Fla. Built from the ground up to be a business transformation conference — and not a traditional IT conference — the agenda was created to appeal to IT and line of business C-level leaders across the organization. In addition, the event was a collaborative effort between IDG Enterprise and the CIO Executive Council with the Computerworld, CIO and CIO Executive Council brands appearing in all marketing collateral.

"The name of the conference — AGENDA — was very deliberately chosen to allow us to shape it to fit the most critical topics that rise to the top when the time comes," noted **Anne McCrory**, IDG Enterprise VP, marketing and content strategy, events, who, along with CEC VP/Strategy **Rick Pastore**, developed the agenda. This year, those topics centered on business transformation. Organized under the theme of "Driving Business through Digital Transformation," the event focused on giving participants the practical tools needed to lead digital transformation in their organizations and an opportunity to collaborate with peers to address some of the challenges involved in becoming a digital business, McCrory noted.

As organizations continue to turn to technology as an innovation accelerator, it made sense to recognize the tech leaders bringing this innovation to life at AGENDA. The Computerworld Premier 100 IT Leaders awards, now in its 16th year, were given out at the conference. The awards program was critical to AGENDA's success, driving close to one-third of the attendance, McCrory said. **Adam Dennison**, SVP/publisher, CW/CIO/NWW/Event Sales, and **Pam Stenson**, president of the CEC, "felt the time was right to try a general C-level conference focused on strategic business transformation in the context of the emerging digital business environment," Pastore explained.

*CIO Executive Council VP/Strategy **Rick Pastore** (left) hosts one of the many panel discussions held throughout the conference.*

*IDG Enterprise VP, Marketing and Content Strategy, Events **Anne McCrory** served as co-host of the conference.*

"Most CIOs we talked to supported the focus on horizontal business transformation leadership and helped advise us on the agenda," Pastore said, adding that the other emphasis was on practical ideas and attendee interaction. "To achieve that, we created and ran Transformation Labs each day and also had many hosted discussion tables at each luncheon.

> "Most CIOs we talked to supported the focus on horizontal business transformation leadership, and helped advise us on the agenda."
>
> Rick Pastore

Pastore said the marketing team worked hard to encourage participation across the C suite. "We pushed to have CIOs attend with fellow officers from other functions. Some CIOs came with their company's marketing and operations executives, and this was encouraging for a first-time effort. The event provided attendees with numerous insights into how this transformation process is a collaborative opportunity for them to work with their C-suite peers."

continued on page 5

continued from page 4

AGENDA

The conference got under way on March 30 with sponsored roundtable discussions and a CEC-hosted retreat for women attendees, followed by a tropical Florida-themed reception, where people got to hold live alligators (young ones, of course).

The first full day of the conference focused on innovating to transform the business with an emphasis on digital SMAC (social, mobile, analytics and cloud) enablers. R. Ray Wang, principal analyst, founder and chairman of Silicon Valley-based Constellation Research delivered the opening keynote. The second day was focused on leadership and opened with a keynote by George Westerman, a research scientist with the MIT Sloan Initiative on the Digital Economy. Stenson also announced that morning that Westerman will be collaborating with the CEC as academic advisor to its Digital C-Suite program.

The conference also featured assessment-based sessions hosted by IDC and CEC. Attendees were invited to assess their company's digital transformation maturity by IDC and their C-suite's digital leadership capability by the CEC. Results were shared live. Throughout all three days, dozens of practitioners shared their transformation stories. "These speakers were primarily drawn from companies that won our Premier 100 and new Digital Edge awards, which were given out at the conclusion of the conference," Pastore said.

> AGENDA15 met all financial and audience objectives for this year.
>
> *Anne McCrory*

The Premier100, organized by Computerworld and presented for 16 years running, honors innovative leaders. The Digital Edge award was created jointly by CEC and IDG Enterprise and is new for AGENDA. It honors 25 companies for digitally enabled innovation that transforms some aspect of the business, and the initiative must be co-sponsored or owned by two business leaders, one of whom must be a non-IT business leader, McCrory explained. "The goal was to encourage this type of cross-functional transformation leadership and drive attendees to AGENDA from non-IT business functions."

Added Pastore, "For a roll-up-your-sleeves aspect, we held three rounds of Transformation Labs, in which small groups of attendees were presented with business challenge scenarios related to digital operating environments and worked together on ideas and solutions, framed in the format of brief pitches to their CEOs."

PREMIER 100
IT LEADERS
COMPUTERWORLD
PREMIER 100
IT LEADERS 2013

Executive Editor, Features and Design ***Ellen Fanning*** *poses with a Premier 100 winner. Fanning, along with Editorial Project Manager* ***Mari Keefe****, leads the Premier 100 Awards program. Event Planner* ***Shay Egan*** *led decor and event management, helping to create the conferences many uniquely designed spaces, including this photo area.*

There was a great deal of excitement that ran throughout the course of the conference. The morning welcome remarks got the crowds energized in unique ways. On Tuesday, hosts McCrory and Pastore launched into the audience beach balls, Frisbees, t-shirts and other fun giveaways to celebrate everyone's relief that winter was finally over. Wednesday saw another first — a "Comi-Con" moment, as Pastore impersonated Amelia Island's historical pirate Louis Aury, eliciting several "Arrrgh matey!" choruses from the audience.

The high-energy openers were perpetuated by the two opening keynote speakers, Wang and Westerman, who were universally hailed as inspirational and practical, respectively.

And while AGENDA15 "met all financial and audience objectives for this year," according to McCrory, the challenge for next year, Pastore said, "will be to make AGENDA even more of a cross-functional event both in terms of content and attendance and to help the sponsors understand that they are presenting to line of business leaders as well as to the core CIO population. AGENDA15 was a first step in this direction, and Agenda16 should take it further."

AGENDA15
STRATEGY>IDEAS>ACTION

CIO Executive Council President ***Pam Stenson*** *told attendees that MIT scientist George Westerman will serve as academic advisor for the CEC D-Suite program.*

AGENDA16 will take place March 21-23, 2016. For more information, contact Rick Pastore or Anne McCrory. ■

IDC Financial Insights A/P refreshes region's largest financial conference

Since its inception in 2005, IDC Financial Insights Asia/Pacific's Asian Financial Services Congress (AFSC) has been the largest financial services technology forum in Asia/Pacific, drawing an average of 500-plus regional and global industry practitioners each year. To kick off its second decade, conference organizers introduced a number of innovations including a peer-to-peer discussion segment and a highly interactive event app. The conference also featured the annual Financial Insights Innovation Awards (FIIA) ceremony.

With a theme of "Asia Leads Now," the 11th AFSC took place at Singapore's Marina Bay Sands Convention Center March 5-6. The event attracted attendees from 10 countries throughout Asia/Pacific and beyond; 44% of whom were senior decision makers with titles of SVP and above. More than 100 industry practioners and IDC analysts and other thought leaders were featured on the agenda and the event was supported by 42 sponsors.

Following opening remarks from **Cyrus Daruwala**, managing director, IDC Financial Insights Asia/Pacific, and three other speakers, including IDC Financial Insights Asia/Pacific Research Director **Michael Araneta**, who spoke about "Where Asian Financial Institutions Are Leading," attendees spent the next two hours in small-group discussions focused on one of 10 areas: next generation of technology delivery, enterprise infrastructure and security, business process optimization, data and analytics, security, customer experience, omni-channel, payments, marketing and customer insights, and risk and compliance. Each discussion area — or "journey" — comprised four tables, and each table was hosted by an experienced industry practitioner (e.g. the CIO of a bank) and a senior representative from the vendor community. Participants spent 30 minutes at each table exploring a particular facet of the topical area so that at the end of their journey around the room they had gained a broad understanding of the topic.

Feedback on the new small-group discussion sessions was very positive.

*IDC Financial Insights Asia/Pacific Managing Director **Cyrus Daruwala** welcomed attendees to the 11th annual Asian Financial Services Congress last month.*

"We received very positive responses on the new format from both facilitators and delegates who said they enjoyed the new segment and the opportunity to network with peers facing similar issues and challenges," said Daruwala.

> This year's mobile app incorporated gamification and enhanced engagement features such as live polling with the results incorporated into analysts' presentations.

In addition to providing the agenda and speaker profiles, this year's mobile app, which was downloaded and activated by 61% of the attendees, incorporated gamification — encouraging attendees to scan QR codes placed throughout the event venue to enter various raffles — and enhanced engagement features such as live polling with the results incorporated into analysts' presentations.

The events team also set up a new area in the exhibition hall called the StartUp Lab, in which five promising financial technology start-up companies were invited to showcase their services and offerings. A Business Center featured complimentary mobile charging stations and wireless printers for attendee use. And attendees could unwind at the Relaxation Corner inside the exhibition hall where free pedicures and massages were available.

The FIIA were established to recognize and honor innovations by Asia/Pacific financial institutions that have met critical, topical business objectives. All submissions were reviewed by a team of IDC Financial Insights analysts and a panel of independent judges composed of industry thought leaders and practitioners. This year the program attracted more than 70 highly qualified entrants and winners were selected in 12 categories, each of which reflect the industry's present-day transformation, said **Ho Sui-Jon**, market analyst, IDC Financial Insights Asia/Pacific.

More information about AFSC is available here or by contacting Ooi Hui-Long or Celestine Tan. ■

noteworthypeople

Promotions

IDC Brazil Controller, Latin America **Ana Rita Lico** has been promoted to vice president, Finance and Operations for IDC Latin America. "Ana joined IDC 11 years ago and has been a solid pillar of leadership in IDC Latin America, always going beyond her job description to contribute insight and advice to finance and business strategy, people management and operational excellence," said **Ricardo Villate**, IDC group VP, Latin America. "Ana has a clear understanding of IDC's business and of the intricacies of the research, consulting and events processes that allows her to provide great guidance on working and strategic issues. Her sincere interest in people translates into sound talent management initiatives." alico@idc.com

Trivedi

IDG U.S. Media Web Developer **Ujwal Trivedi** has been promoted to manager, software engineering. Digital Media Group VP, Engineering **Thomas Alexander** said, "In addition to moving forward the Universal Reporting System and Tag Wrapper system, Ujwal is working on resource leveling, technical discovery, delivering on TechNetwork's technical roadmap and coordinating resources with the rest of the DMG engineering and product teams." ujwal_trivedi@idgtechnet.com

Papachriston

IDG Digital Media Group Data Marketing Specialist **Jessica Papachriston** has been promoted to senior data marketing specialist. "Since joining IDG in April 2013, Jessica has steadily expanded her skill set, become proficient in SQL, improved our email deliverability relationship with major ISPs and partners, expanded on our account match capabilities and increased the quality of service that our team is able to provide to the departments that we support," said IDG Communications Director of Customer Databases **Timothy Johnson**. "Jessica has always been willing to take on new responsibilities, spend time helping Lyris and CI users troubleshoot a variety of issues and work hard toward improving our existing systems and processes." jpapachriston@idgenterprise.com

New employees

Barello

Kenton Barello joins **IDC** as a senior research account executive, coming from Euromonitor International where he was a business development executive. He holds a B.A. in journalism from the University of Missouri and an MBA specializing in marketing planning and strategy from DePaul University in Chicago. A "die-hard" Chicago Bears fan, he also enjoys golf even though he "just can't seem to break into the 90s." kbarello@idc.com

Bhatnagar

IDC Malaysia has hired **Disha Bhatnagar** as research manager for its regional Storage team. She has worked extensively in research verticals for Nielsen, IPSOS, Tetra Pak and BAT Malaysia. She earned an M.S. in marketing management from India's Amity University and enjoys traveling and meeting new people. dbhatnagar@idc.com

Also new at **IDC Malaysia** is Inquiry Analyst **Erra Norhan** who will be managing service relations and inquiry requirements from IDC Access clients. Previously a senior sales marketing executive with a tourism company, she studied biology at Malaysia's Malacca Matriculation College and is currently working toward a B.A. in business and management at Open University Malaysia. In her free time she enjoys scuba diving, travel and listening to audiobooks. enorhan@idc.com

Hantke

IDG WORLD UPDATE

Lisette Hantke joins **IDG Enterprise**'s San Francisco office as a sales coordinator, coming from Duncan McIntosh Co. where she was an advertising coordinator. She earned a B.A. in marketing from California State University/San Bernardino and is currently working toward an MBA. In her free time she enjoys reading mysteries and thrillers, exploring San Francisco and following the Oakland Raiders. lhantke@idgenterprise.com

Lavery

Sarah Lavery is **IDG U.K.**'s new private marketplace and data manager. She previously worked at Google's Publisher Business Solutions and at CBS Interactive as a sales manager. She attended London's Latymer School and studied politics and international relations at the U.K.'s Keele University. She supports Liverpool F.C. and has "an acute interest in 'How to tire out a toddler,' 'Tricks to getting a toddler to eat vegetables' and acts as an official Toddler Translator." sarah_lavery@idg.co.uk

Jennifer Pinnata has been hired as executive assistant to **IDG U.S. Media** CEO **Pete Longo**. She was previously executive legal assistant with EMI Music North America, responsible for artist contract administration for artists such as Norah Jones and Van Morrison, including the legendary catalog of the Blue Note Label Group. She earned a B.A. in English literature with a minor in communications from the College of Mount Saint Vincent in New York City. She enjoys casting friends' independent films and plays, live music and last year trained as a birth doula, joining the Long Island Doula Association, which provides women in crisis with someone to accompany them when giving birth or needing help at home as a new parent. jpinnata@idgcommunications.com

Maack

IDG WORLD UPDATE

Kyle Maack joins **IDG.tv**'s San Francisco team as a camera operator/editor; he was previously a production coordinator/videographer/editor with Erin Crysdale Productions. He earned a B.A. in film and media arts from Temple University in Philadelphia and enjoys "music and other creative endeavors" in his free time. kmaack@idgcommunications.com

IDG Corporate Services Group has hired **Anitha Chellaperumal** as a developer. She was previously a senior .NET application developer with Ontegrity and holds a B.S. in engineering and electrical and electronics engineering from Manonmanium Sundarnar University in Tirunelveli, India. anitha_chellaperumal@idg.com

Kuhls

Ann-Kathrin Kuhls joins IDG Germany's **GamePro** as an editorial trainee. She is currently working toward a B.A. in English and German literature and cultural studies at Westfälische Wilhelms University Münster. Away from the office she enjoys gaming, riding and music. akuhls@idg.de

Busch

Also new at **GamePro** in Munich is Production Trainee **Julius Busch**. He earned a B.A. in film and television from the University of Applied Sciences in Mittweida. In his free time he enjoys music production, movies and video games. jbusch@idg.de

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Sue Yanovitch *U.S. Media*

21

Fredrik Agrén *IDG Sweden*

19

Susan Brown *IDC*

18

Dawnette Gordon *IDG U.K.*
Katarina Strömberg *IDG Sweden*
Peter Wiklund *IDG Sweden*

17

Daniel Behrens *IDG Germany*

16

Maro Eremyan *IDG Strategic Marketing Services*

15

Joakim Allwin *IDG Sweden*
Bill Cappel *U.S. Media*

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Gregory Ireland *IDC*

13

Katherine Emeric *IDG U.K.*

11

Angela Vacca *IDC Italy*
Daniela Konicki *IDG Germany*
Michael Fletcher *IDC*

10

Grace Moy-Ng *U.S. Media*

9

Marion Hoisl *IDG Germany*
Yuvisa Muga *IDC Peru*

8

Marta Garcia *IDG Spain*
Adam Dennison *U.S. Media*
Joyce Dunnells *CIO Executive Council*

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Jely Goncalves *IDC Middle East, Africa & Turkey*
Ranjit Rajan *IDC Middle East, Africa & Turkey*
Thomas Dyer *IDC Canada*
Michael Kurzidim *IDG Switzerland*
Christoph Bosshard *IDG Switzerland*

5

Zuzana Babicka *IDC Czech Republic*
Christopher Lee *U.S. Media*
Martha Vazquez *IDC Mexico*
Veronica Hernandez *IDC Mexico*

4

Juraj Skalny *IDC CEMA*
Joseph DeCristofaro *IDC*
Melissa O'Brien *IDC*

3

Natalia Vinogradova *IDC Russia/CIS*
Christine Ayuso *IDG U.S. Media*
Elizabeth Willing *IDG Global Solutions U.K.*

2

Henrik Schönhoff *IDG Sweden*
Gina Graham *U.S. Media*
Miguel Gonzalez *IDC Mexico*
Minerva Ortiz *IDC Mexico*

1

Helen Clifford-Jones *IDG U.K.*
Margi Murphy *IDG U.K.*
Isaac Ngatia *IDC Middle East, Africa & Turkey*
Sergei Yakovlev *IDC Russia/CIS*
Wojciech Bern *IDG Poland*
Anna Di Pietro *IDC*
Peter Lindstrom *IDC*
Andrew Steiner *IDC*
Michelle Catalano *IDG Connect*

All IDG and IDC business units as well as IDG's licensing partners are welcome to send information for the anniversary column. Send to world_update@idg.com.

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One on One

Q Does the CEC interact with any other IDG business units outside the U.S.?

A We procured IDG Research to build out the D-Suite assessment tool which collects, rates and ranks executive perception of their collective team's leadership capabilities in areas that are known to be crucial to success in digital business transformation, and that correlate with targeted business outcomes. We also have a healthy partnership with IDG Australia where we manage the CEC franchise we started together a number of years ago.

German colleagues mark two decades of service

Above (l-r): IDG Germany President & CEO ***York von Heimburg;*** *20-year veteran* ***Sebastian Hirsch****, editor-in-chief, PC-Welt;* ***Christine Zwinger****, director, human resources; and* ***Jonas Triebel****, publisher, IDG Tech Media GmbH. Below (l-r): von Heimburg; 20-year celebrant* ***Christian Meyer****, director digital media; Zwinger; and* ***Michael Beilfuß****, publisher, IDG Business Media.*

Send us your news, change your password

What's going on at your business unit? Click here and use the Submit Your News link on IDG Central to access a form you can use to give the editors a heads up.

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

celebrating20

Maryfran Johnson

Editor-in-chief CIO magazine and events

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. Maryfran Johnson traveled to Vermont last year.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Maryfran Johnson *U.S. Media*
Ooi Hui-Long *IDC Asia/Pacific*
Anne McCrory *IDG Enterprise*
Rick Pastore *CIO Executive Council*
Anulekha Shetty *IDC META*
Pam Stenson *CIO Executive Council*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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world_update@idg.com

Date joined IDG June 26, 1989, after faking my way through the Computerworld interview by feigning interest in technology and talking about Unix (which my geeky husband had coached me to mention).

Career path After working for 10 years as a reporter at daily newspapers, I took a reporting job at Computerworld, rising happily through the ranks for 15 years to editor-in-chief (1999 to 2004). I left IDG for a few years but was rescued back by Mike Friedenberg in March 2007 to expand our regional CIO events to more cities. In January 2009, I took on the dual role of editor-in-chief of CIO magazine & Events.

Why I chose this trip I wanted to have a big family event at someplace relaxing and beautiful, yet close enough to drive to. The Basin Harbor Club near Vergennes, Vt., on Lake Champlain bubbled up early in the planning stages as the clear winner.

Who you traveled with My husband Doug; daughter Erin and her husband Sal Zerbo; daughter Kai and her wife Sarah, and their two daughters, Isla, 4, and Emmaline, 1.

Trip highlights In the weeks before our arrival at the Basin Harbor Club on Lake Champlain, I kept reminding the kids: "We'll have 127 daily activities to choose from!" To which my easy-going, lawn-chair-lounging husband would always add: "Or none at all." That was the beauty of this classic old New England lakeside resort. You could swim, play tennis, kayak, bicycle around the sprawling acres of cottages and country roads — or just park yourself in an Adirondack chair with a good book. And resort dining is just like being on a cruise ship: miles of buffet tables laden with wonderful foods.

Peaceful Basin Harbor in Vergennes, VT

Kayaking with my daughter Erin on Lake Champlain.

A late 19th century building on the grounds of Shelburne Farms.

Isla took advantage of the Kid's Camp in the morning, while the grown-ups enjoyed massages, yoga classes or shopping trips. We boated around Lake Champlain on the ferry, while Doug took hundreds of pictures of ospreys and eagles. We trooped off to Shelburne Farms, a working farm and historic landmark where the kids could feed goats, milk a cow or watch bread being baked.

With no TVs in the rooms (though we did have WiFi, thank goodness), we spent several evenings learning an addictive card game called Monopoly Deal. It's based on the Monopoly board game but takes only 10 to 15 minutes to play.

We'd headed into the 20-year trip jokingly calling it "The Vacation of a Lifetime." But it really was exactly that. As we were leaving, I asked everyone what their favorite part of the week was. Little Isla beat us all to the punch when she shouted: "The food!" I see cruise ships in that child's future.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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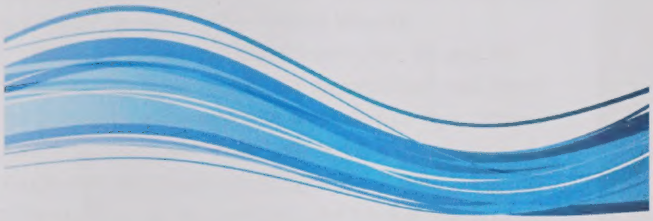
IDG Sonar provides high-quality account-based leads



IDG SONAR

ACTIONABLE SALES INTELLIGENCE

Data-driven lead generation platform has been sold successfully in the U.S. since last September; now expanding to Australian market.

SEE MORE ON PAGE 4

Also inside

App awards event a showcase for IDG Germany's brands

One on One: IDG U.S. Media Chief Content Officer, SVP John Gallant

Resources available on IDG Central

On the job: IDG Global Solutions U.K. Program Coordination Manager Juliet Truscott.

SEE MORE ON PAGE 6

BIG APPLE CIRCUS
ALL NEW SHOW
METAMORPHOSIS

Boston-area employees get a 30% discount on tickets to this spring's Big Apple Circus. Visit IDG Central.

SEE MORE ON PAGE 8

Question of the week results

How likely are you to purchase a smartwatch in the next 12 months?

100%
Unlikely

(not an adventurous group of voters last week!)

Log on to www.idgcentral.com to vote on this week's question:

What do you think of someday having your Amazon packages delivered by drone?

CLICK HERE

Talk IDG with Mike and Laurie

IDG Communications Worldwide CEO Michael Friedenberg discusses Q2 financial results; IDG's ongoing transformation into a global tech media, data and services company; why he hired the company's first chief marketing officer; the future of the Global Product Line Meeting; and what he's asking of every IDG employee. To view the 10-minute video, click here.

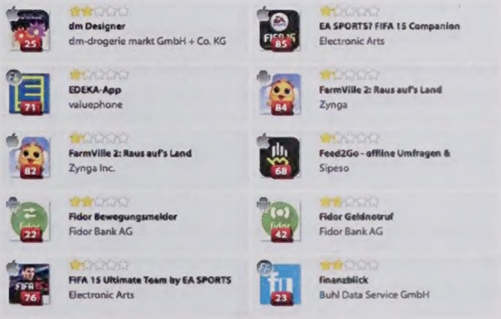
App awards event a showcase for IDG Germany's brands

IDG Germany used the Show Your App awards at the recent App Days conference in Munich, Germany, as a branding opportunity. February's two-day conference, organized by 11 Prozent, gave nearly 1,000 attendees, including large and small app developers, a chance to show their products and network. IDG Germany's involvement as a media partner for App Days and its awards program gave IDG "a chance to connect with developers, big brands, users, clients and our readers," said Macwelt Editor **Patrick Woods**.

Paying a 165-euro (US$180) entry fee, 85 app developers submitted mobile (all systems) and web apps for consideration in one of five Show Your App categories — Mobility and Travel, Life and Style, Games and Entertainment, Media and Education and Business and Finance. Among the more popular brands that took part in the awards program were Electronic Arts with its FIFA 15 Ultimate Team soccer app and The Sims FreePlay, Yahoo's Weather and Flickr apps and Zynga's Farmville 2, as well as some apps that are well-known in Germany, such as those from Deutsche Post, national public TV network ZDF, major soccer club Borussia Dortmund and retail chains dm Designer and EDEKA. "That impressive lineup was really a great success in itself," Woods said. (Click here for the list of apps considered.)

The eight-member jury consisted of IDG Tech Media's Publisher **Jonas Triebel**, Digital Media Director **Christian Meyer** and Woods; two members of 11 Prozent; the editor-in-chief of the German news channel n-tv; an app consultant and the editor of Computerbild.

"We had a full day together at the IDG Germany office," Woods said, "and eventually ranked every app." He said the jury's main criteria were design, usability and pricing, and they each gave every app up to five points in each of those categories. "We asked ourselves how much does the app offer for its price? If the app was free, which most are, how much does it annoy the user with in-app purchase offers? Is it a useful app to have? A fun one? Does the user need to register to use the app? How complicated is it to use?"



★★☆☆☆
dm Designer
dm-drogerie markt GmbH + Co. KG
25

★☆☆☆☆
EDEKA-App
valuephone
71

★☆☆☆☆
FarmVille 2: Raus auf's Land
Zynga Inc.
82

★★☆☆☆
Fidor Bewegungsmelder
Fidor Bank AG
22

★☆☆☆☆
FIFA 15 Ultimate Team by EA SPORTS
Electronic Arts
76

★☆☆☆☆
EA SPORTS? FIFA 15 Companion
Electronic Arts
85

★☆☆☆☆
FarmVille 2: Raus auf's Land
Zynga
84

★☆☆☆☆
Feed2Go - offline Umfragen &
Sipeso
68

★★☆☆☆
Fidor Geldnotruf
Fidor Bank AG
42

★★☆☆☆
finanzblick
Buhl Data Service GmbH
23

The jury was divided into two groups and split the categories between them, so not every member had to test every app that day. Jury members tested any app they hadn't tested that day shortly thereafter. "A week later we had rated all the apps," Woods said, "but most of the judging happened on that first day together."

LET'S ZOO IT!
POGED GMBH
GAMES & ENTERTAINMENT APPS

*Macwelt Editor **Patrick Woods** (left) and fellow Show Your App jury member and app developer Michael Reuter announce the winner of the Audience Award, Let's Zoo It.*

The overall winner was Yahoo! Weather. "It had the highest overall rating because it focuses on one task, is beautiful and integrates weather-matching photos from Flickr, is easy to use and is free," Woods said.

There was also an online Audience Award that app developers could ask their users to vote on at ShowYourAppAward.com, "thereby giving IDG brands and our sponsors a lot visibility," Woods said. Nearly 100,000 people voted, and the free puzzle app Let's Zoo It won the award.

Woods said all of IDG Germany's brands had a sales and editorial presence at App Days. "It was a great showcase for IDG and showed how diverse our activities are," he said. "App contestants had a good chance to be widely covered by our strong brands, as well as network with IDG personnel at the awards event."

For more information contact Patrick Woods. ■

OneonOne

John Gallant

IDG U.S. Media

The chief content officer, SVP at IDG U.S. Media is this week's columnist. Reach him at jgallant@idgcommunications.com.

> "With a nod to [IDG Communications Worldwide CEO] Michael Friedenberg, Fritterati is an example of applied learning. We learned about IDG Germany's TechNuggets.de site at the October Global Product Line Meeting and we loved it. Learn, apply quickly."

Q Let's start with something very recent, the launch of Fritterati.com in March. What can you tell us about this site, which seems, well, an unusual launch for IDG?

A Along with being a very fun way to fritter away your time — get it? — Fritterati.com is accomplishing a lot for IDG U.S. Media. Fritterati is a low-cost experiment in a number of different things for us. First, all of the content on Fritterati is curated from other sites around the web. We have one external contributor managing this project who identifies interesting articles and videos, writes up a brief — and humorous — overview (using one of several recurring bylines such as the Masked Millennial or the Sultan of Sloth) and links to the original content. Our goal is to find weird, funny, disturbing, quirky things — with a light technology bent — from around the web and encourage people to consume and share them like candy.

Second, Fritterati is designed for a younger, mobile audience. Digital Media Group Designer **James Kocik** wisely designed from mobile up, and the site looks terrific and very engaging on mobile. The content appeals to all ages, but it is particularly aimed at socially active, sharing-focused younger readers.

Third, as noted, Fritterati is very socially oriented with prominent links to key social outlets and stories cultivated and packaged for sharing. In the future we'll have tools to let readers recommend links and even post their own content. We also have an aggressive social push on this. The message from a network of sharers is: Have you Frittered today?

Fourth, with a nod to [IDG Communications Worldwide CEO] **Michael Friedenberg**, this is an example of applied learning. We learned about IDG Germany's TechNuggets.de site at the October Global Product Line Meeting and we loved it. Learn, apply quickly.

Finally, this is also an experiment in how we can use our Apollo publishing platform to launch rapidly and build on learnings from our Project Scale site rollouts. Our Digital Media Group (DMG) development team and editorial team worked hand in hand to spin up Fritterati in just a couple of months.

From a business perspective, this is a new revenue source where advertising is sold by the IDG Tech Network.

I heartily encourage you to waste a lot of time on Fritterati.com and bring your friends along for the ride (after work hours, of course). Follow on Twitter and Facebook!

Q What is the latest with the IDG Contributor Network?

A We're really pleased with how ICN is coming along. World Update readers heard from ICN Director Joyce Carpenter recently so I won't go into much more depth about how we're using the Apollo platform to support a growing number of free and paid contributors — experts who are adding some new depth of content to our sites. At the end of March, we had roughly 130 contracted ICN bloggers across IDG Enterprise sites, and we're starting to see the impact with multiple hundreds of thousands of page views each month. More authors are applying daily. We are also going to be doing some promotional outreach that will lead to a surge in applications. Our goal is to have many hundreds of contributors sharing insights, ideas and expertise with our audiences through ICN. As other IDG business units embrace Apollo I'd encourage them to take advantage of this community publishing platform capability.

Q. Where do you stand with the Insider premium content program at IDG U.S. Media?

A. World Update readers also heard from our Insider VP Mark Lewis recently, but here's a quick update. Mark and the editorial teams of our IDG Enterprise brands have been focused on ramping up dramatically the number of registered readers for our free Insider program. Since the launch of Insider three years ago, we've added more than 330,000 new names to IDG's database, which has been really valuable from a lead-gen perspective. Our goal this fiscal year is to double the number of free Insiders we sign up compared with FY14. It's an aggressive goal, but we're making great progress. March was close to a record month for us. Mark has also delivered a detailed development plan for the launch of a paid Insider program that will bring even more high-value content to readers. We're currently scoping the build of Insider+ with our partners at DMG, and we're really excited to bring this reader revenue project to fruition.

Q We've heard about some new roles that have emerged in the IDG U.S. Media editorial

continued on page 7

IDG Sonar provides high-quality, account-based leads; expands to Australia

With 79 programs sold to date, IDG Sonar, the company's data-driven lead generation platform, which launched last August, is proving a popular product with U.S. customers willing to pay a premium for high-quality leads, said IDG Connect U.S. General Manager **Andrew Sambrook**. And now the product, which offers previously unavailable insight into IT purchasing teams at major corporations, is beginning to find customers internationally as well.

Jointly developed by IDG Enterprise and IDG Connect, Sonar takes advantage of IDG's big data capabilities to continuously monitor the information consumption of corporate buying teams across IDG owned and operated sites as well as the wider web to look for purchase readiness signals.

IDG SONAR
ACTIONABLE SALES INTELLIGENCE

"While traditional content syndication [downloading a white paper, for example] creates sales opportunities, these individual leads are by nature, early, general-awareness leads based upon a unique, singular view and a specific point in time," noted Sambrook. "We know in reality most technology purchases are not made by an individual but rather a team of IT and line-of-business decision makers. Our research has shown the buying process becoming more complicated, with a 25% increase in the number of stakeholders involved in the evaluation and decision to purchase."

Sonar captures potential buyers' signals across a network of 1,000 B-to-B sites (IDG has contracted with a partner that tracks behavior on these sites) as well as within the network of IDG's premium owned and operated sites. Topical aggregate intent data is then tied to approximately one million corporate domains or businesses. "We measure universal topical intent and then link topical to specific behavioral intent within target accounts and corresponding IT decision-makers within those corporations," he said. Once these individuals have been identified, the leads are handed off to the call center at IDG Direct in Dublin, Ireland, for further qualification.

"The goal with Sonar is to deliver highly qualified, 'warm' leads," Sambrook said. "Sonar creates later stage sales opportunities for our customers by unmasking account intelligence, technology drivers and pain points and then identifying the key stake holder and his or her extended buying team within an organization. Our clients are looking to connect with the right people at the right time with the right message, and Sonar allows them to do just that."

Sonar goes Down Under

In Australia, where reaction to Sonar has been very positive in the local market, according to **Marcus Wilkinson**, digital and media director, IDG Australia, both EMC and IBM have signed deals for Sonar programs. "Both companies aspire to enrich their own internal propensity to buy initiatives and view Sonar as a potential way to achieve this," Wilkinson said.

"Of course, both companies want engaged leads from target customer lists to deliver the ROI they need, but looking beyond this basic deliverable, the interesting insight here is that they are both looking for ways to better use their own internal intelligence for demand generation, not just buy more volume and fill the funnel. This is a trend we expect to see more of," he said.

> "Fundamentally, Sonar is account-based, so it is organizationally focused rather than individually focused. Given that the composition of vendors' target customer lists at the enterprise level does not change a great deal in a country like Australia, this focus on the account rather than any individual is appealing. It provides the vendor with a platform for a much more compelling conversation with customers."
>
> *Marcus Wilkinson*

Both IBM and EMC are looking to use Sonar to gain greater intelligence on potential customers. "Basically they are saying 'we think we have customers who are likely to buy from us, but we want to learn more about them and work out exactly who in the organization we should be talking to'," Wilkinson said.

continued on page 5

continued from page 4

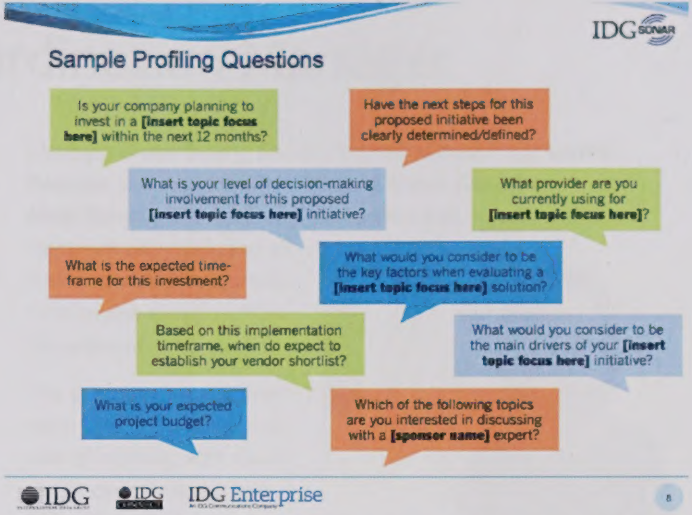
Sonar

Wilkinson said the Sonar concept can resonate well in a smaller market like Australia where there is a finite amount of potential customers. "Sonar provides the platform for a much more intelligent approach," he said. "Fundamentally, Sonar is account-based, so it is organizationally focused rather than individually focused. Given that the composition of vendors' target customer lists at the enterprise level does not change a great deal in a country like Australia, this focus on the account rather than any individual is appealing. It provides the vendor with a platform for a much more compelling conversation with customers."

It is not, however, appropriate for all clients, Wilkinson noted. "The minimum buy-in commitment and high effective CPL means it is a product that is not right for all our customers as budgets can be limited, and many still focus on filling the funnel."

Wilkinson said TechTarget is very active in the local market with its Deal Alert solution, but noted that Account Director **Jessica Maher** and **Barbara Simon**, president, CIO & CMO, who manage the EMC and IBM accounts, respectively, have done an excellent job presenting the benefits of Sonar.

"Generally speaking, my impression is that Sonar has an inherent flexibility that enables us to align very closely with individual customer requirements. This is something TechTarget struggles to match with their solution, which has a more rigid framework and can be difficult to successfully implement in a complex region such as APAC," noted Wilkinson.



Sample Profiling Questions

Is your company planning to invest in a **[insert topic focus here]** within the next 12 months?

Have the next steps for this proposed initiative been clearly determined/defined?

What is your level of decision-making involvement for this proposed **[insert topic focus here]** initiative?

What provider are you currently using for **[insert topic focus here]**?

What is the expected time-frame for this investment?

What would you consider to be the key factors when evaluating a **[insert topic focus here]** solution?

Based on this implementation timeframe, when do expect to establish your vendor shortlist?

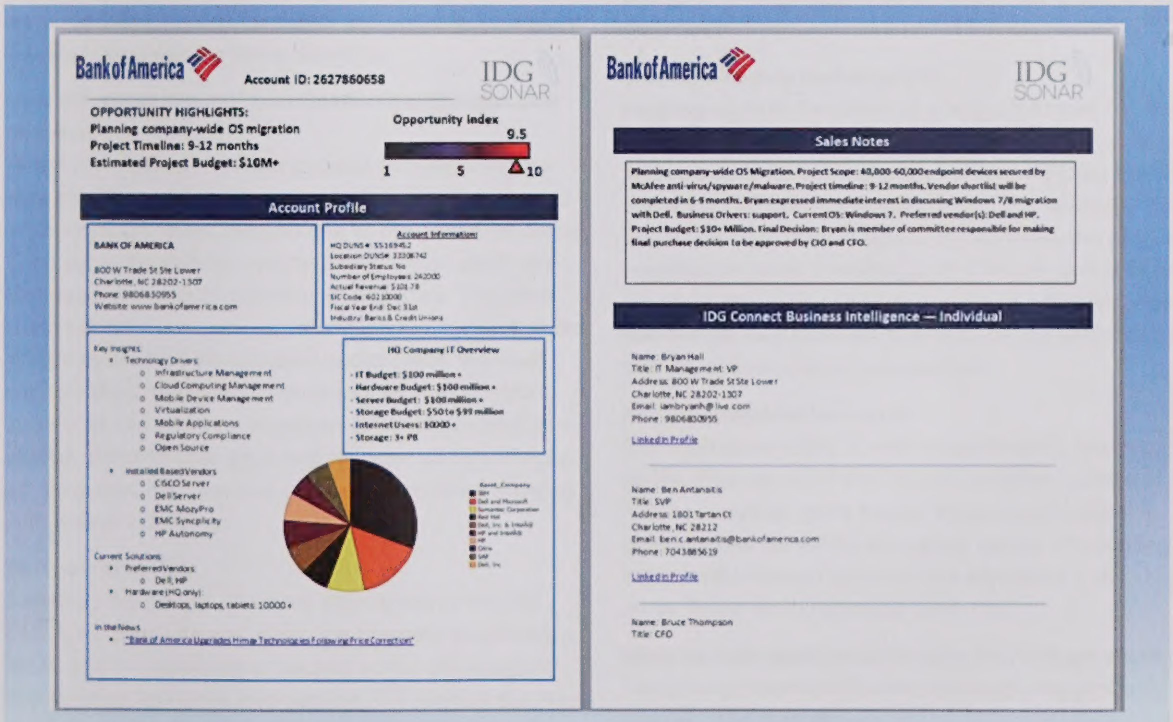
What would you consider to be the main drivers of your **[insert topic focus here]** initiative?

What is your expected project budget?

Which of the following topics are you interested in discussing with a **[sponsor name]** expert?

IDG collaborates with the customer to develop profiling questions used by staff at IDG Direct to further qualify high-potential leads.

For more information contact Andrew Sambrook or Marcus Wilkinson. ■



Account ID: 2627860658

OPPORTUNITY HIGHLIGHTS:
Planning company-wide OS migration
Project Timeline: 9-12 months
Estimated Project Budget: $10M+

Opportunity Index
9.5

Account Profile

BANK OF AMERICA

800 W Trade St Ste Lower
Charlotte, NC 28202-1307
Phone: 9806830955
Website: www.bankofamerica.com

Account Information:

Key Insights:
- Technology Drivers:
    - Infrastructure Management
    - Cloud Computing Management
    - Mobile Device Management
    - Virtualization
    - Mobile Applications
    - Regulatory Compliance
    - Open Source
- Installed Based Vendors
    - CISCO Server
    - Dell Server
    - EMC MozyPro
    - EMC Syncplicity
    - HP Autonomy

Current Solutions
- Preferred Vendors:
    - Dell, HP
- Hardware (HQ only):
    - Desktops, laptops, tablets: 10000+

In the News
- "Bank of America Upgrades Himax Technologies Following Price Correction"

HQ Company IT Overview

- IT Budget: $100 million+
- Hardware Budget: $100 million+
- Server Budget: $100 million+
- Storage Budget: $50 to $99 million
- Internet Users: 10000+
- Storage: 3+ PB

Sales Notes

Planning company-wide OS Migration. Project Scope: 40,000-60,000 endpoint devices secured by McAfee anti-virus/spyware/malware. Project timeline: 9-12 months. Vendor shortlist will be completed in 6-9 months. Bryan expressed immediate interest in discussing Windows 7/8 migration with Dell. Business Drivers: support. Current OS: Windows 7. Preferred vendor(s): Dell and HP. Project Budget: $10+ Million. Final Decision: Bryan is member of committee responsible for making final purchase decision to be approved by CIO and CFO.

IDG Connect Business Intelligence — Individual

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Email: iambryanh@live.com
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Title: SVP
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Email: ben.c.antanaitis@bankofamerica.com
Phone: 7043885619

LinkedIn Profile

Name: Bruce Thompson
Title: CFO

A sample Sonar report.

Job Spotlight

On the job: Program Coordination Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name
Juliet Truscott

Title
Program Coordination Manager, IDG Global Solutions U.K.

Joined IDG
October 2006

What a program coordination manager does

The program coordination role with IGS is pretty all-encompassing and very central to our core business. The program coordination team provides both pre- and post-sales support on all IGS campaigns. Our responsibilities cover everything from working with the local business units to build out international proposals and media plans, managing international campaigns, campaign optimizations, updating reports for clients and agencies through to the final campaign summary reporting.

How the role of program coordination has changed over the years

When I first joined IGS I was focused on supporting our then-significant print sales; six months later the print and online support teams merged due to the growth of online. Then came the shift to a digital organization, which saw increased amounts of reporting and analysis. The latest trend has seen a massive growth in marketing-services-led programs in which the program coordination team will support the IDG Strategic Marketing Services program strategists and program managers on media or lead generation elements that are linked to larger custom integrated programs. Each year we see a different trend bringing with it a new challenge.

Best part of my job

Definitely the people. We have a good mix in the IGS EMEA business unit and within the program coordination team, and it is obviously a mix that works; the program coordination team was awarded the IGS Team of the Year Award for 2014. The team, which consists of Assistant Manager **Dean Geary**, Senior Program Coordinator **Louise Pearson** and Program Coordinators **Glenn Coombe**, **Matt Ramsay** and **Anthony Yianoullou** and myself, works tremendously hard, and all make outstanding contributions to the success of the department.

The program coordination team is in the unique position of working with every single department within IGS. We work extremely closely with the sales teams, but also the program managers, program strategists, the finance department, best practices and marketing. We also form close relationships with international IDG business units since working in the international space means that we speak with IDG colleagues from all corners of the globe on a daily basis.

JOANNE TILSON

*Program Coordination Manager **Juliet Truscott** joined IDG Global Solutions in 2006.*

Most challenging part of my job

Keeping up with the speed of change. IDG is at the forefront of every advancement and innovation in the market, and as a department we have to ensure we keep up with the latest IDG product developments. For example, with the recent international launch of IDG Sonar the program coordination team is working with IDG Connect to build proposals and deliver campaigns. It's vital that we understand these new products to ensure campaign success and that we surpass clients' expectations.

Key skills required for my job

Communication skills, a methodical mindset, analytical ability. Essential skills also include patience, a sense of humor, versatility and a hunger to continually develop. The speed of change within our market can be intimidating to anyone who doesn't thrive on the adrenaline rush brought on by facing new challenges every day.

What my colleagues would be surprised to learn about me

I am an avid Formula One fan, although they probably already know that. ■

continued from page 3

One on one

group. What can you tell us about them?

A. Managing editorial at IDG in the U.S. is an interesting — and always fun! — balancing act aimed at maintaining brand-focused resources while providing centralized capabilities that benefit everyone. In the past few months, we've carved out some new central roles that are already paying off for our teams. In addition to his work with the Insider program, Mark Lewis has taken on an audience development role to help us better promote our many editorial efforts, from Insider and ICN, to newsletters, IDG Answers, video and more. Mark's put together a strategic plan for audience development that we'll be executing on soon. In addition, InfoWorld's **Galen Gruman** has taken on a strategic technology oversight role within editorial. He's working with our edit teams to better articulate and rationalize our development needs, and he is working with DMG on prioritizing work, clarifying project requirements and more — all while still writing and editing for IFW. **Sharon Machlis**, while still wearing her Computerworld editorial hat, now has a set of responsibilities around organizing our analytics needs, reviewing analytics tools and helping me develop an improved strategy for the consumption and application of analytics within editorial.

Q Speaking of that, can you talk about how analytics is driving editorial decision making these days?

A Editorial has long used a variety of tools — Omniture, Google Analytics, Chartbeat, Visual Revenue, etc. — to make better decisions about what to write and how to position our content for maximum uptake. Right now, we're deploying Parse.ly analytics, which is an easy-to-use and powerful tool that will help everyone — from reporters to editors — better understand what's being read and shared. Parse.ly will help us get more out of evergreen and tent pole features and see who's referring our content in the social world.

> "We want better forward-looking analytics that help us predict what content people need and want."

Beyond that, we have a couple of key goals we're really eager to achieve. First, we want better forward-looking analytics that help us predict what content people need and want. Second, we want to know more about who's reading our content so we can better personalize our sites/recommendations and encourage more of the high-value actions we really want readers to take — such as signing up for lead-generation programs, becoming Insiders, going to events. IDG U.S. Media CEO **Pete Longo** and I are having some great conversations about how we can marry the information and data we have from the Tech Network with our publishing analytics to achieve these goals. Data and analytics have to be a central focus for us to succeed. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Rick Pastore *CIO Executive Council*

23
Ruth Sager *IDC*

22
Ellen Fanning *U.S. Media*

20
Henry Morris *IDC*

16
Lauren Costello *CIO Executive Council*

15
Anne McCrory *U.S. Media*
Markus Schwerdtel *IDG Germany*
Vladimir Kroa *IDC*

14
Dan Timberlake *IDC U.K.*
Volkert Deen *IDG Netherlands*

12
Angela Chen *IT World Canada*

11
Lewis Ward *IDC*

10
Gabriella Cattaneo *IDC Italy*

9
Scot Finnie *U.S. Media*
Caroline Keough *IDG Global Solutions*

7
Giorgio Nebuloni *IDC Central Europe*

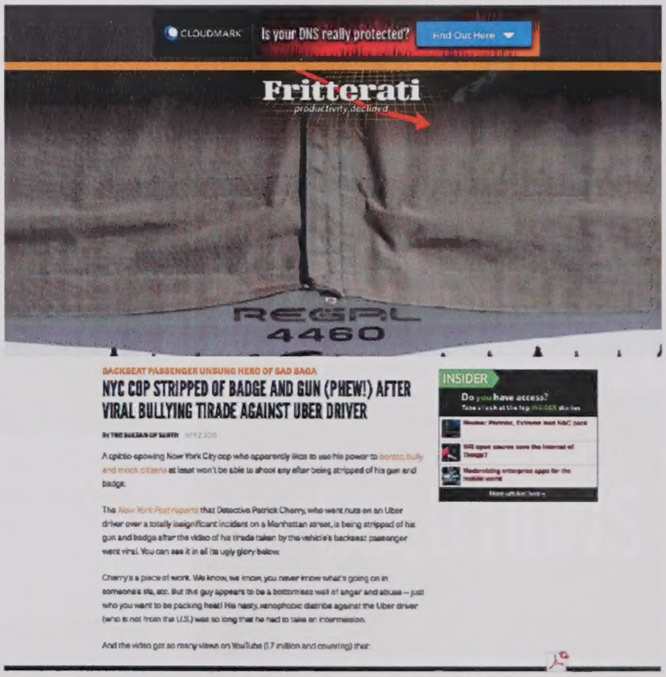
5
Andreas Thors *IDG Sweden*

4
Roberto Alunni *IDC META*
Carmen Facas *U.S. Media*
Emma Thornton *IDG U.K.*
Amy Machado *IDC*
Tina Ni Riain *IDC*

3
Krishna Chinta *IDC META*
James Mutua *IDC East Africa*
Emma Karlsson *IDG Sweden*

2
Andrew Buss *IDC U.K.*
Ko Shikita *IDC Japan*

1
Kimberly Kasprak *U.S. Media*
Charlotte Jee *IDG U.K.*



BACKSEAT PASSENGER UNSUNG HERO OF SAD SAGA

NYC COP STRIPPED OF BADGE AND GUN (PHEW!) AFTER VIRAL BULLYING TIRADE AGAINST UBER DRIVER

A spittle-spewing New York City cop who apparently likes to use his power to berate, bully and mock citizens at least won't be able to shoot any after being stripped of his gun and badge.

The New York Post reports that Detective Patrick Cherry, who went nuts on an Uber driver over a totally insignificant incident on a Manhattan street, is being stripped of his gun and badge after the video of his tirade taken by the vehicle's backseat passenger went viral. You can see it in all its ugly glory below.

Cherry's a piece of work. We know, we know, you never know what's going on in someone's life, etc. But this guy appears to be a bottomless well of anger and abuse — just who you want to be packing heat! His nasty, xenophobic diatribe against the Uber driver (who is not from the U.S.) was so long that he had to take an intermission.

And the video got so many views on YouTube (1.7 million and counting) that:

Fritterati editors aim to find weird, funny, disturbing, quirky things — with a light technology bent — from around the web and encourage people to consume and share them like candy. Click here to see more.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

John Gallant *U.S. Media*
Andrew Sambrook *IDG Connect*
Jo Tilson *IDG Global Solutions*
Juliet Truscott *IDG Global Solutions*
Marcus Wilkinson *IDG Australia*
Patrick Woods *IDG Germany*

Browse through IDG Central resources

After you take a look at the latest Talk IDG video with IDG Communications Worldwide CEO **Mike Friedenberg**, check out some of the other content on IDG Central.

MEDIA KIT

COMPANY
OVERVIEW
IDG
THINK TECH
THINK IDG

The IDG company overview, long known as the Media Kit, includes more than a hundred digital resources such as logos, photos and other graphics with which business units can create customized versions of the Media Kit for their markets. The contents include final production files, low-res graphics and three PowerPoint presentations, plus the IDG Corporate Overview PowerPoint Deck.

TECH TIPS

Phishing/Spam Email

Tom Lupien : Sr. Technology Support Analyst

IDG

This short tutorial, created by the IDG Help Desk team in Framingham, Mass., explains how to identify malicious e-mail.

NEWS SUMMARY

The daily news summary has links to IDG and IDC news and press mentions as well as external content related media, marketing, mobile, social, video and the tech industry.

DISCOUNT TICKETS AND PASSES

BIG APPLE
CIRCUS
ALL NEW SHOW
METAMORPHOSIS

Employees who live in the Boston area, or who are visiting, have access to passes or discounted tickets to select museums, ski areas and movie theaters. New this season: 30% tickets to the Big Apple Circus in Boston through May 10.

PROGRAMMATIC PRIMER

200
MILLISECONDS
The Life of a Programmatic Ad Impression

Watch this brief video for a basic overview of how a programmatic ad buy works. There are also links to useful definitions related to programmatic ad sales and definitions related to real-time bidding.

IDG CORPORATE VIDEO

IDG Corporate Video 2015 1280x720
I NEED ENTERPRISE
SOLUTIONS

Check out IDG's corporate video. There are links to various versions of the video, including split audio, full HD and medium HD.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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Infinite scroll increases time spent on sites, boosts page visits

IDG Australia's web development team has introduced a new "infinite scroll'"design for CIO Australia and CIO New Zealand's article pages.

SEE MORE ON PAGE 4

Also inside

IDC shares market insights at 50th Directions

One on one: IDC Research Manager, Wearables and Smartphones Ramon Llamas

IDG Sweden creates new revenue source with first live-stream conference webcast.

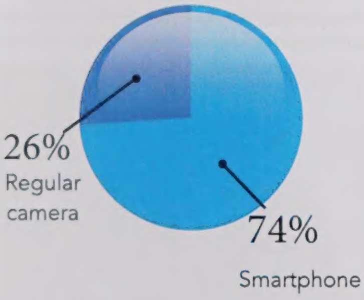
SEE MORE ON PAGE 5

Celebrating 20: IDG Enterprise SVP Sean Weglage traveled to Greece and Italy.

SEE MORE ON PAGE 8

Question of the week

Do you take most of your pictures with a smartphone or a traditional camera?



Log on to www.idgcentral.com to vote on this week's question:

How likely are you to purchase a smartwatch in the next 12 months ?

MMI participants get closer look at IDG business, priorities

Twenty-three U.S. employees took part in the MMI corporate training program in Boston. See who here.

IDC shares market insights at 50th annual Directions

IDC's flagship customer conference took place in San Jose, Calif., (March 4) and Boston (March 18), with some 40 analysts presenting forecasts and insights on the tech industry. "Customers repeatedly tell us that IDC Directions is the best one-day event on the future of technology markets both in terms of value of content, meetings with analysts and overall quality of the conference experience," said IDC President & CEO **Kirk Campbell**. This year's Boston event achieved the highest ever customer satisfaction score. Photos from the Boston event appear below.

The Custom Solutions Pavilion was staffed by members of the team who could demonstrate products and answer attendee questions. (L-R): Project Director ***Paul Morrisette****; Project Manager* ***Danielle Schwartz****; VP/Custom Solutions, Project Management Office* ***Chris Picanso*** *and Consulting Director, Global Research & Executive Advisory* ***Andy Fong****. This pavilion, as well as the Tracker Pavilion, have grown in physical size and number of visitors over the past few years.*

IDG WORLD UPDATE PHOTOS

(L-R): Senior Account Executive ***Lauren Fitzgerald*** *and Client Services Lead* ***Laurie Horn*** *worked the registration table. A total of 1,717 clients and prospects attended Directions U.S., which exceeded, other than 2014, all other years tracked since 2004.*

Health Industry Insights Research Director ***Cynthia Burghard*** *speaks with an attendee during an analyst one-on-one session. For the first time, guests could use a mobile app to manage their Directions experience.*

EVP Worldwide Research and Chief Research Officer ***Crawford del Prete*** *emceed the general sessions.*

General session speakers were VP, Datacenter and Cloud ***Rick Villars*** *(above), SVP/Chief Analyst* ***Frank Gens****, Group VP, IDC Asia/Pacific* ***Sandra Ng*** *and Research Manager, Wearables and Mobile Phones* ***Ramon Llamas****.*

Client Services Representative/East ***Kao Yang*** *and Sales Director* ***Bill Bernardi*** *helped out at the Analyst Connection Kiosk.*

JASON ALLARD

Group VP, IDC Asia/Pacific ***Sandra Ng****, who is based in Singapore, spoke about innovating on the 3rd Platform in emerging markets.*

(L-R): ***Meghan Baker****, senior analyst account manager;* ***Seanna Maguire****, analyst account manager/Global IT Advisor;* ***Mary Menendez****, senior inquiry analyst; and* ***Deanne Hart****, senior analyst/account manager.*

OneonOne

Ramon Llamas

IDC

IDC's research manager for wearables and mobile phones is this week's columnist. Reach him at rllamas@idc.com.

> "The magic for me is when wearables can provide actionable information for you to have a better life."

Q How do you define what constitutes "wearable devices"?

A There are plenty of devices that are certainly wearable, but not all of them would necessarily fit into our definition of smart wearable computing. For us, we will consider something a wearable device if it fulfills the following conditions:

1. Must be worn on the body and only on the body.
2. Must be wireless.
3. Must have a processor capable of logic.
4. Must be able to connect to a network, either indirectly through a smart compute device (smartphone or tablet) or directly via WiFi or cellular.

With these conditions in place, we can eliminate things like Bluetooth headsets and certain wearable cameras, and we can include things like Fitbit devices, AppleWatch and Microsoft HoloLens glasses.

From here, we can break down the market, first with the delineation between smart wearables and basic wearables. For us, a smart wearable is capable of running third-party applications right on the device, so this is where we would include things like Apple Watch, Microsoft HoloLens and Samsung Gear. Conversely, a basic wearable does not run third-party applications. This is where we put things like Fitbit health and fitness trackers and smart clothing.

Q How are the devices evolving?

A Wearables started as mostly wrist-worn devices, but now companies are trying to cover practically every part of your body, from head to toe. In the last several months we've seen solutions for your head, eyes, ears, hands, fingers, wrists, arms, torso, waist and feet. Sensors have become increasingly inexpensive, so wearables can collect lots of data about you — where you have been, what you were doing and how it all affects your body.

But the magic for me is when wearables can provide actionable information for you to have a better life. Consider the wearable that knows that you only got five hours of sleep on a Saturday night, then advises you to go to bed early on Sunday and Monday so that you can return to balance. Or the wearable that tells you that based on your current data — body temperature, heart rate and other statistics — that you are going to develop a cold or the flu. There's value in both of those examples, and we're just getting started.

Q Are wearables only focused on health?

A Health is the low-hanging fruit for the wearables market. It's primarily what wearables were created for. Things like steps taken, calories burned, pulse and how much sleep are a good first step, but don't be surprised when we reach the day that wearables will be able to assess your environment for anything unhealthy (think allergens during the springtime) or detect when you are getting sick.

But clearly, wearables will go beyond health. This is where notifications, location/navigation, multimedia, remote control features, gaming, identification and collaboration can all come in. Part of that will be determined by the device itself but also applications.

Q What are some of the coolest innovations you've seen?

A One of the coolest innovations I've seen is a concept device: a bracelet that projects a tablet screen onto your forearm and has an array of sensors that detect where you touch the content. It is, literally, like having a tablet on your arm.

The other one I've seen is something called Belty by a French company called Emiota. It's a belt that automatically adjusts to your waist line. So if you've hit the Las Vegas buffet, it'll expand. Just ran several miles? It'll contract. It also keeps you honest by communicating all of your information to the cloud.

Q How can wearables be used in an industrial or corporate setting?

A Wearables can change the game. The first area for me is that wearables enable faster sharing of information for workers who need to be hands-free. Think of the engineer who can bring up specs on a pair of smart eyeglasses and have her hands free to diagnose and fix a problem. The next area is how wearables can change our work processes. There are multiple manufacturing companies using wearables as virtual reality tools to create and design new products and interact with the content in a way that was previously limited to models or CAD software, both of which take a long time. Finally, wearables open up new revenue streams, like the call center a customer reaches through a pair of smart eyeglasses to diagnose and solve a problem. Think of the electrician or plumber who can coach a customer through a simple job while "seeing" the customer

continued on page 7

Infinite scroll page design increases time spent on CIO Australia, NZ sites; boosts page visits

IDG Australia's web development team this month introduced a new 'infinite scroll' design for CIO Australia and CIO New Zealand's article pages. With infinite scroll, as a user completes reading one article and continues past the Comments box, another article is automatically loaded so the user can keep scrolling down to read the next article effortlessly. This can increase the time users spend on a site and expose them to more ads and client white papers. CIO Australia is already seeing a 6% increase in pages per visit, according to preliminary data.

According to IDG Australia Head of Online and Development **Andrew Widjaja**, infinite scroll is a common functionality in mobile apps and is being adopted across the web. "Publications that have adopted an infinite scroll on their sites have shown that it has reduced bounce rates [the percentage of visitors who enter the site and 'bounce' or leave the site rather than continue viewing other pages within the same site] and increased the amount of pages viewed per visit," he said.

Widjaja called it "a trending design that allows users to consume more content, faster," and noted that many popular mobile apps contain some sort of infinite scroll design, such as Twitter's timeline, Facebook's news feed and Instagram's photo feed. Widjaja said he and his team could not find any other Australian news sites using an infinite scroll design.

Despite its increasing popularity, Widjaja said there are pros and cons to infinite scroll. On the plus side, readers can consume content more easily, without having to click on any links, and infinite scroll offers a faster browsing experience as content is automatically loaded, eliminating the need for an entire page to load. "On the other hand," he said, "there is no longer a traditional footer, which usually contains links to important pages such as Contacts, About Us, Privacy Policy and Terms and Conditions. Readers accustomed to finding these links in traditional footers may find it difficult to locate these pages on an infinite scroll design." He said some members of his team thought users might feel overwhelmed by a continuous stream of content with no distinct end point.

The development team is currently using — and comparing the results of — two algorithms to feed users stories. One algorithm selects a recently published story that hasn't been read by the visitor, while the other selects a popular story that hasn't been read by the visitor. "We also promote popular stories at the bottom of each story with Read Next boxes that appear before the infinite scroll feeds the next story, which provides our readers with other options to select from," Widjaja said.

IAN SHARP

The team behind IDG Australia's infinite scroll project included (l-r): IDG Australia Head of Online and Development ***Andrew Widjaja****, Junior Developer* ***Anna Villanueva****, Lead Online Designer* ***Kelvin Tse****, Services and Marketing Manager* ***Hannah Richardson*** *and Online Campaign Coordinator* ***Annie Goodman****.*

It took the IDG Australia's team two weeks to develop and implement the new design. The project team, which was headed by Lead Online Designer **Kelvin Tse**, included Junior Developer **Anna Villanueva**, Online Campaign Coordinator **Annie Goodman**, Services and Marketing Manager **Hannah Richardson** and Widjaja.

> CIO Australia is already seeing a 6% increase in pages per visit, according to preliminary data.

"One of the major challenges was ensuring contextual ads worked correctly around each story," Widjaja said. "Our previous ad system assumed that there would only ever be one story on each page, which allowed us to set the same targeting for each ad on the page. This would not work with multiple stories on a page, as each story can belong to different sections and contain different tags and keywords. Ensuring that the correct contextual ads displayed around each story required us to make a number of changes to our ad system."

For more information contact Andrew Widjaja. ■

IDG Sweden creates new revenue source with first live-stream conference broadcast

IDG Sweden broke new ground on its growing video offerings and found a new source of revenue when it charged viewers to watch the full day's proceedings of one of its conferences live or on-demand.

Upphandling 24, IDG Sweden's brand that covers public procurement, sponsored the March 10 conference. The staff knew it would be a highly anticipated event, as it was scheduled just a week after a committee appointed by the Swedish government issued proposals on how to simplify the public procurement appeals process for vendors. The committee chair was a keynote speaker, and the conference focused on how the proposed changes could affect vendors from many different industries and public administrators who award contracts.

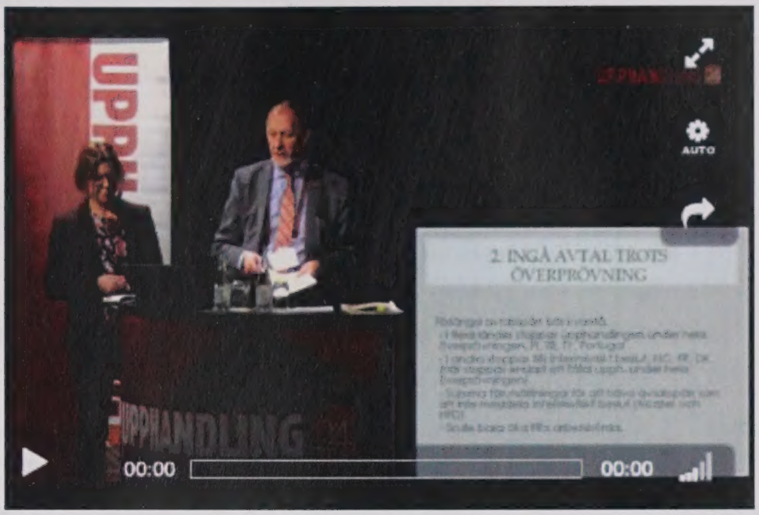
At the Grand Hotel in Stockholm, 225 people paid US$460 each to attend the full-day event in-person; the live stream, as well as the post-event on-demand webcast, was $175.

"We had no idea if people would be willing to pay to watch the live stream and how much they would be willing to pay," said Publisher **Bo Nordlin**, who helped plan the conference and served as moderator. "We made a guess and took a chance, thanks to the 'let's try it' mindset of IDGTV Head of Production **Martin Fältstrom.** We were a bit afraid that some might choose the webcast instead of visiting the event. However, the event sold out, and technically the broadcast was almost flawless."

UPPHANDLING
UPPHANDLING 24

*Upphandling 24 Publisher **Bo Nordlin** moderated the conference and fielded questions from viewers watching the live-stream webcast.*

The event was the first time the company's video team filmed an entire event live and with multiple cameras. They used two cameras, one close to the stage on the left side and the other toward the back of the hall, and incorporated the feed from the PowerPoint presentations. The webcast alternated among full screen views of the speakers, a picture-in-picture effect with the PowerPoints dominant and the speaker in a smaller photo, or vice-versa, and a full screen of the slides.



Using two cameras, IDG Sweden's film crew was able to show webcast viewers two different views of the conference room as well as a picture-in-a-picture view that incorporated the PowerPoint feed.

Webcast viewers could text their questions for the speakers to Nordlin or ask them via Twitter, though everyone who sent questions did so via text.

Fifty-eight viewers logged in for the live stream, bringing in 86,000 SEK ($10,150) in new money. Overall, the conference revenue was $88,000. By using an in-house team rather than an external video production company, IDG Sweden saved about $4,000.

Webcast viewers were emailed a follow-up survey asking why they chose that option instead of attending the event at the hotel. Avoiding travel and costs associated with travel were the most common responses, and most said the price seemed reasonable.

Members of the event team were **Sofia Hvenström**, marketing; **Katarina Svensson**, program and speakers; **Christine Karlsson**, event organizer; **Vide Norman**, who provided front-line support answering mail and phone calls from viewers who needed help accessing the live broadcast; and Fältstrom, **Henry Almén** and **Nina Mattsoff**, film crew.

Now that the know-how and infrastructure are in place, the team is planning another live webcast, also for $175, in May for another event they anticipate will also be popular.

Check out the webcast using the password webb2015. Write to Bo Nordlin. ■

noteworthypeople

Promotions

Walker

IDC Middle East, Turkey and Africa Director, Sub Saharan Africa, META Insights & Industries **Mark Walker** has been promoted to associate VP, Sub-Saharan Africa. "Mark will spearhead operations and business activities of IDC's offices in Johannesburg, South Africa; Nairobi, Kenya; and Lagos, Nigeria with the support of the country managers in each of the respective locations," said **Jyoti Lalchandani**, IDC META group VP and regional managing director. "Mark has been a key member of IDC's management team, spearheading our foray into the end-user business over the past 18 to 24 months. He has, over the years, contributed significantly to IDC's growth in several areas, including consulting engagements, workshops/events, business development and business-unit leader. mwalker@idc.com

Yamshon

IDG WORLD UPDATE

Macworld Associate Editor **Leah Yamshon** is now associate managing editor for the Consumer & SMB edit team. "As AME, Leah will help me with a number of ongoing projects — e.g., collecting traffic data, tracking group-wide budgets and managing CES and other trade show efforts," said Editor-in-chief **Jon Phillips**. "But about 50 percent of Leah's time will remain on Macworld, owning freelancer relationships and editing content." lyamshon@idgcsmb.com

McGarry

IDG WORLD UPDATE

IDG Consumer & SMB Associate Editor **Caitlin McGarry** is now staff writer, "which much more accurately reflects the specific work and value Caitlin brings to Macworld and the rest of our sites," Phillips said. "In broad terms, Caitlin will be doubling down on Apple news reporting, spending more time on multi-sourced, researched features and writing more product reviews. cmcgarry@idgcsmb.com

New employees

Gardner

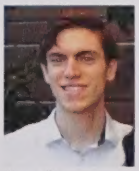
JOE MOLA

IDG Enterprise's Digital Solutions Group has hired **Katie Gardner** as a campaign manager. Previously a rating analyst at Unum, she graduated from Westfield (Mass.) State University with a B.A. in English. She enjoys "all aspects of film and television" and recently worked as a background extra in the film *Kay's Baptism*, set to be released at the end of 2015. kgardner@idgcommunications.com

Brown

PETER SHORT

New at **IDC Framingham** is Senior Research Analyst **Victoria Brown**. Previously a supply chain leader with FritoLay/PepsiCo, she oversaw load balance and tracking distribution channels for FritoLay North America's third largest plant. She holds a B.S. in management engineering and an M.S. in operations design from the Worcester (Mass.) Polytechnic Institute (WPI). A competitive ballroom and Latin dancer, she is also active on WPI's alumni association for graduates of the last decade. vbrown@idc.com


Jewell

Jordan Jewell joins **IDC California** as a research analyst, coming from Regulatory Economics Group LLC where he was a consultant. He graduated from George Mason University in Fairfax, Va., with a B.S. in economics and enjoys hiking, trail running and "pretty much anything in nature." jjewell@idc.com

From around the web

SEO facts related to Google's upcoming mobile-friendly algorithm

On March 26 SearchEngineLand posted information and video clips with more details about the release of Google's mobile-friendly algorithm next month. Excerpts appear below; click here for the full article.

"Google's mobile-friendly ranking algorithm that is launching April 21 will be on a page-by-page and real-time basis but how long will it take to roll out and how do you know if your page qualifies to benefit from it?

Since we know this algorithm will be significantly larger in impact compared to the Panda and Penguin algorithms, webmasters are kind of anxious about the release.

Yesterday, Google answered a series of questions in a Google+ hangout on the topic of this new mobile-friendly ranking algorithm. The three things we learned were:

1) The algorithm will start rolling out on April 21 and will take a few days to a week to roll out completely and globally.

2) You are either mobile-friendly or not, there are no degrees of mobile-friendliness in this algorithm.

3) The fastest way to see if your web pages are mobile-friendly is to see if you have the mobile-friendly label in the live mobile search results now. If not, check the mobile-friendly testing tool, which should match the live Google search results, whereas the mobile usability reports in Google Webmaster Tools can be delayed based on crawl time." ■

Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

Calkins

The **CIO Executive Council** has hired **Greg Calkins** as enterprise director charged with selling Council leadership development services to CIOs. Previously associate publisher and VP/ business development with Xconomy, he holds a B.S. in political science from Hartwick College in Oneonta, N.Y. A father of three teenage daughters, he finds time for basketball, golf and supporting the New York Rangers hockey team. gcalkins@cio.com

Send information for the Noteworthy page to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Steve Tozeski *IDG List Services*
Magdalena Koch *IDG Germany*

25
Hans Königes *IDG Germany*
Andrea Piontek *IDG Germany*

24
Claudia Dudkin *IDG Germany*

23
Maggie Murphy *IDG*

22
Doreen Francy *IDC*

20
Christian Meyer *IDG Germany*
Sebastian Hirsch *IDG Germany*

19
Petra Beck *IDG Germany*

18
Kevin Krull *IDG*
Parit Shah *IDG U.K.*

17
Peter Müller *IDG Germany*
Ronald Wiltscheck *IDG Germany*
Magnus Müller *IDG Sweden*

16
Claudia Heinelt *IDG Germany*

15
Robert Mahowald *IDC*
Petra Schmitz *IDG Germany*
Nicoletta Puglisi *IDC Italy*
Galen Gruman *U.S. Media*
Helle Kierkegaard *IDG Sweden*
Peter Nyström *IDG Sweden*

14
Agam Shah *IDG News Service*
Sergio Patano *IDC Italy*
Lars Danielsson *IDG Sweden*

10
Serena Da Rold *IDC Italy*
Vladimir Pozdnyakov *IDC Ukraine*
Jaromir Valenta *IDC CEMA*
Aranzazu Asenjo *IDG Spain*
Daniel Bader *IDG Switzerland*

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Ching Lee *IDG Technical Services Group*
Yasmina Benjelloun *IDC France*
Dorothee Paas *IDC Central Europe*
Silvia Piai *IDC U.K.*
Giovanni Stein *U.S. Media*
Nestor Arellano *IT World Canada*

8
Waldemar Schuster *IDC Brazil*
Michael Obermeier *IDG Germany*
Andrew Beklemishev *IDC Kazakhstan*
Megha Kumar *IDC Middle East, Africa & Turkey*
Dana Samson *IDC Romania*
Erika Karr *U.S. Media*

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Daniel Frey *IDG Switzerland*
Anna Pieprzowska *IDG Poland*
Patrick Woods *IDG Germany*
Alida Greco *IDC Italy*
Ondrj Kaphral *IDC U.K.*
Eva Stehlikova *IDC CEMA*
Edith Trlcheux *IDC France*
Robert Zamboch *IDC CEMA*
Yoko Ono *IDC Japan*

6
Liam Baker *IDG Netherlands*
Jiri Novotny *IDC CEMA*

5
Rohit Mehra *IDC*
Louis Kustwan *IDC*
Carl Olsson *IDG Sweden*

4
Samuel Blazar *IDC*
Christina Simmler *IDG Germany*
Franco Spinelli *IDG U.K.*
Erik Peelen *IDG Netherlands*
Donna Taylor *IDC Central Europe*
Matthias Zacher *IDG Central Europe*

3
Lana Petros *IDG Connect*
Lukasz Zakowski *IDG Poland*
Pia Aschenbrenner *IDG Germany*
Jochen Redinger *IDG Germany*
Nga Bui Phi *IDG Vietnam*
Chris Koenis *IDG Netherlands*
Kanza El Alaoui *IDC North Africa*
Michael Brown *U.S. Media*
Mary Hazelton *U.S. Media*

2
Michael Strawn *IDC*
Yazmin Vallejo *IDC Mexico*
Pawel Choinski *IDG Poland*
Sebastian Nissen *IDG Germany*
Lise Hagen *IDC South Africa*
Catherine Lowry *IDC U.K.*
Martin Nuska *IDC CEMA*
Janine Olsson *IDC Denmark*
Yayoi Hirose *IDC Japan*

1
Kim Crawford *CIO Executive Council*
Jakub Kuchnio *IDG Poland*
Marek Jarczewski *IDG Poland*
Marius Wolf *IDG Germany*
Sandra Virginia Bauer *IDG Germany*
Julian Tozer *IDG U.K.*
Luc Borg *IDG U.K.*
Marek Balgar *IDC CEMA*
Elena Kizub ***IDC Kazakhstan***
Michelle Meldau *IDC South Africa*
Yoko Motai *IDC Japan*

continued from page 3

One on one

do all the work.

In the enterprise, wearables can help workers communicate, collaborate and create, all in real time. Right now, we are at the point where wearables can show messages and notifications on a band or a watch. But think of the examples where two or more workers, like designers or architects, can use wearables to see and interact with virtual models of their work to develop a project. It's much more immersive than simply looking at data on a screen and faster than building a physical scale-down model. Now think of how much money and time is saved in the R&D process.

Q What kinds of advice is IDC giving its clients as they look to take advantage of this segment, either in terms of production or usage?

A We're still at day zero for the wearables market, so there is a lot of space to grow into. Here are my top four:

• Push the envelope on industrial design. There will be a battle between your elbow and your hand, but consider other body parts with different hardware. Not all of these will reach mass-market, but some of them can find a warm reception among certain segments that may be willing to pay a premium for those solutions.

> "The wearable application gold rush is on. We are going from 10,000 apps this year to over 350,000 come 2019. Health and fitness will lead the race, but there will be plenty of other cases: notifications, news and updates, social media, entertainment, identification."

• The wearable application gold rush is on. We are going from 10,000 apps this year to over 350,000 come 2019. Health and fitness will lead the race, but there will be plenty of other cases: notifications, news and updates, social media, entertainment, identification. And that's just the beginning.

• Answer and solve the problems and needs of wearables in the enterprise. We are seeing pilot programs, but these are the exception and not the norm. Most companies don't know what they don't know about how wearables can benefit them. This is a golden opportunity to meet those companies with devices, platforms, applications and solutions to connect to back-end servers.

• Uncover the connections between wearables and the Internet of Things. Wearables stand to be the perfect touchpoint to connect users with IoT systems in the home, at work and nearly everywhere in between. ■

celebrating20

Sean Weglage

IDG Enteprise

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. Sean Weglage from IDG Enterprise traveled to Greece and Italy last year.

Joined IDG

October 1993 working in the mailroom for Computerworld's Database Division.

Career Path

After doing data entry for the Database Division, I was an account executive for the VAR database. I moved on to several sales roles at Network World, including some time in California, and then back to Computerworld as online sales rep for the U.S. Promoted to several other digital sales management roles that included ITworld, InfoWorld, IT Whitepapers, CITEworld and JavaWorld.

Current title

SVP/East Coast IDG Enterprise integrated team.

Why I chose this trip

When my wife, Wendy, and I were planning our honeymoon we wanted to go to places neither of us had been to and that we had heard great things about. In June 2014 we spent a day in Athens, four in Santorini, two in Florence and five in Tuscany.

Castel Monastero was our hotel in Tuscany. We had toured the grounds in a rare Piaggio Ape car (bottom right).

We strolled through Siena's main square, dominated by the Palazzo Pubblico (town hall), and site of the famous Palio horse race.

On Santorini, we stopped in the middle of our walk to look at the great view below and enjoy some white wine and feta cheese.

Highlights

The trip was amazing! It was good to spend a day experiencing ancient Athens and seeing everything downtown. Santorini is like no other place I have been. Crystal-clear water, and it was easy to walk, ride a bike and motor scooter all over the island. We had a fantastic winery tour, went to a cooking class on the black sand beach and swam in the thermal water. Of course, there was great Greek food. Florence is a super-easy walking city and so pretty. There was plenty of great pizza and sites to see like the Duomo. If you like red wine,Tuscany is the place to be. We shipped 18 bottles back to the U.S. Super Tuscans and Brunello di Montalcino are fabulous. And we can't forget the fantastic cheese!

The view of Siena from a hot air balloon was unforgettable.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Jason Allard *IDC*
Martin Fältström *IDG Sweden*
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Ramon Llamas *IDC*
Bo Nordlin *IDG Sweden*
Jill Toole *IDC*
Sean Weglage *IDG Enterprise*
Andrew Widjaja *IDG Australia*

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IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

23 MARCH 2015 | VOLUME 45, NUMBER 12 | WWW.IDGCENTRAL.COM

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IDG Sweden's talk show uses humor to draw large audience

Seven weeks into targeting the funny and quirky aspects of IT and gadgets, the video program's online views have occasionally surpassed those of some of Sweden's mainstream TV network shows.

SEE MORE ON PAGE 4

Also inside

IDG Marketing Summit focuses on key trends

IDG's Norwegian licensee concentrates on IT decision maker audience

One on one: IDC Germany & Switzerland Group VP and Managing Director Wafa Moussavi-Amin

IDG Germany's contest is poised to improve one reader's Mac and Macwelt's reader database.

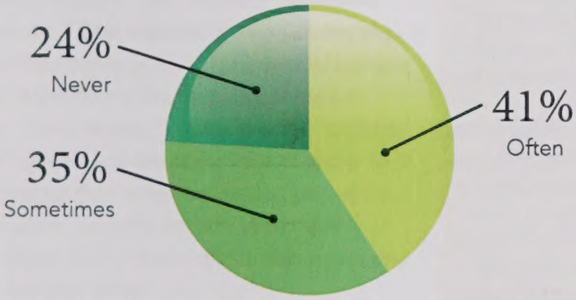
SEE MORE ON PAGE 5

Unsung hero: IDG Strategic Marketing Services' Tina Marfori is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How often do you binge-watch?



Log on to www.idgcentral.com to vote on this week's question:

Do you take most of your pictures with a smartphone or a traditional camera?

CLICK HERE

Connecting analysts with customers

IDC held its 50th Directions conference this month in Santa Clara, Calif., and Boston. Among those assisting attendees at the Analyst Connection Kiosk in Boston were (l-r): Meghan Baker, senior analyst account manager; Seanna Maguire, analyst account manager/Global IT Advisor; Mary Menendez, senior inquiry analyst; and Deanne Hart, senior analyst/account manager. More details about IDC's signature customer event in next week's issue.

Annual IDG Marketing Summit focuses on key trends

Tech marketers today are exploring the power of using marketing technology across social, mobile, analytics and cloud. At the 10th annual IDG Marketing Summit, co-hosted by IDG and IDC on March 5, 100 senior tech marketing and agency customers discussed those tactics and more during an evening with dinner, peer networking and marketing insights.

Senior sales representatives from IDG and IDC personally invited the guests. Traditionally held at a hotel, this year's event took place at the LaHonda Winery in Redwood City, Calif.

Senior IDG and IDC managers mingled with vendor and agency executives at a new location for the 10th annual IDG Marketing Summit: the LaHonda Winery in Redwood City, Calif.

After opening remarks from U.S. Media CEO **Pete Longo** and IDC President & CEO **Kirk Campbell**, IDC Group VP, Executive Advisory Strategies **Rich Vancil** moderated a panel discussion that touched on effective strategies for engaging customers at different points in the purchasing funnel, the role of content marketing and whether the art vs. science balance is shifting. Panelists were Whitney Bouck SVP, Global Marketing and GM, Enterprise, Box; Robson Grieve SVP, Marketing, Citrix; Lisa Joy Rosner, CMO, Neustar, Inc.; and Steve Sommer, CMO, Splunk, Inc.

"We asked our panel for their opinion on the state of 'Marketing Turmoil vs.Transformation,' which is this year's theme for the IDC CMO Advisory service. We see so many IT vendors standing with one foot on each of those two Ts," Vancil said. "It is all driven by this major external factor of the new buyer: the self-directed and self-educated customer who is forcing great change on traditional marketing motions."

In his opening remarks Vancil said, "buyers are changing their purchasing practices faster than marketers are changing their marketing practices," and the panel addressed this issue. "One response that we clearly see, from the vendor side, is investment to capture that buyer during the very start of the journey," Vancil noted. "We call this the "exploration" phase, and the major vendor response is to beef up the content marketing part of their execution. Valuable content, discovered by the buyer during their organic search process, is a key play today."

According to a new IDC study, emerging cloud software vendors are spending an average of 40% of their entire marketing budget to try to capture buyers at the exploration stage.

One question Vancil posed to the panel was "What would be your best advice for our guests here who might want the CMO role one day?" Sommer, who has spent seven years as Splunk's CMO, said, "Don't approach a new job or a new challenge with the same lens through which you approached your last job or recent challenge. Make a fresh and bottom-up assessment of each new business situation as it presents itself."

Attendees had received complimentary admission to the 50th IDC Directions conference, which was held the previous day. They also received access to highlights of IDC's soon-to-be-released study, "2014 CMO Tech Marketing Barometer — Investment Forecast and Essential Guidance for Marketing Executives."

"All of the marketers I was able to speak with were appreciative of being invited to attend, and from an IDG standpoint we were able to have some productive business conversations with key decision makers in the Bay Area," said IDG Enterprise Chief Revenue Officer **Brian Glynn**.

Glynn and Vancil helped organize the summit as part of a cross-functional and cross-organizational team of IDG and IDC employees that also included: **Deb Begreen**, senior director, Events, IDG World Expo; **Debra Becker**, senior marketing director, IDG World Expo; **Lauren Byrnes**, marketing programs specialist, IDC; **Sandra Tubbs**, GVP, Industry Major Accounts, IDC; **Brad Thorpe**, SVP, Worldwide Sales, IDC; and **Susanna Hinds**, director of Corporate Communications, IDG Global Headquarters.

Write to Debra Becker. ■

Panel math

Rich Vancil, GVP, Executive Advisory Strategies, IDC, has put together many a panel for the Marketing Summit and other events. His goal for this year's panel was to get a mix of companies large and small; long tenure and short tenure as CMOs; good personalities; outspoken opinions, and gender balance.

As for numbers, Vancil said he relied on his tried-and-true "panel math."

"The optimal number of panelists to confirm for your panel is four. If you confirm four and all four show up, you are in great shape. If you confirm four and only three show up, you still have a panel. If you confirm three and only two show up, you don't have a panel, you have a problem! And if you confirmed five and all five show up, you don't have a panel, you have a mess! So, four is the magic number."

OneonOne

Wafa Moussavi-Amin

IDC Germany & Switzerland

IDC's group vice president and managing director, Germany & Switzerland, this week's columnist. Reach him at wamin@idc.com.

> "Our recent surveys show that the line of businesses are responsible for 15% of the 2015 IT spending in Germany, and their share will double within the next five years. More than 50% of cloud services in 2015 will be already procured outside of the IT department."

Q What's the size and scope of the German tech industry? What segments are showing the biggest growth rates?

A In 2015 the IT market in Germany will grow by 3.2% to US$81 billion. The highest gain is in the software segment, which will increase by 5.7% to $21 billion. The IT services industry will increase by 3% to $38 billion. The service providers benefit from the fact that more and more companies in all sectors realize that they need to digitize their business if they want to continue being successful.

The telecommunications sector will stagnate at $67 billion with a slight increase of 0.1%. After two years of declines, infrastructure systems are strongest here, growing by 3.6%. Reflected in this growth are the billions invested by the network operators in broadband expansion.

In consumer electronics, the downward trend of the recent years continues, however, the sales decline is slowing down. Classic consumer electronics, as well as MP3 players and digital cameras, are being replaced more and more often by smartphones and tablet computers. This leads to heavy price pressure in the sector, making customers happy, of course, and confronting providers with major challenges.

Q What is the state of the mobile market in Germany?

A With more than 116 million subscribers, the German mobile market is the largest in Europe, generating the largest revenue in the telecom sector. Like in most markets, the main area of growth is in the 3G and the fast-developing LTE sectors. The market is dominated by Telekom Deutschland and Vodafone, though the acquisition of E-Plus by Telefonica, recently approved by the European Commission, will create a third large provider. Regulatory pressure on voice roaming, and pressure from the European Commission to align termination rates with the European Union average, has encouraged operators to step up their development of data applications to improve profits. We expect that mobile data services will surpass mobile voice revenue for mobile operators soon.

Q How is the Internet of Things making an impact on German industries?

A Germany has formulated a common vision of digitization — called Industrie 4.0 — that is centered around the strong industrial core of its economy. With a successful software industry and its know-how in the field of semantic technologies, Germany is well placed to assert itself in the Internet of Things technologies.

Although there are already several flagship projects, some obstacles like the low acceptance of new technologies need to be overcome. As an industrialized country Germany has a clear head start, but it will be crucial to ensure that it will make full use of this advantage.

Q Can you quantify the degree to which IT budgets are shifting into non-IT departments? How is that affecting IDC's customers?

A The shift toward LOB decision makers taking control of IT budgets has been gradual but almost inevitable. Our recent surveys show that the lines of business are responsible for 15% of the 2015 IT spending in Germany, and their share will double within the next five years. More than 50% of cloud services in 2015 will be procured outside of the IT department.

Our clients need to diversify their customer approach and not target only CIOs but also the CXOs in the various lines of business. To do this, ICT providers need to focus their client conversations not on the technologies they are selling but on the business outcomes those technologies drive. Business decision makers today don't care how the cloud works or what the network is made of; they want to know how technology solutions will address their pain points and improve their performance.

Q How does IDC help clients run their businesses in an era of digital transformation?

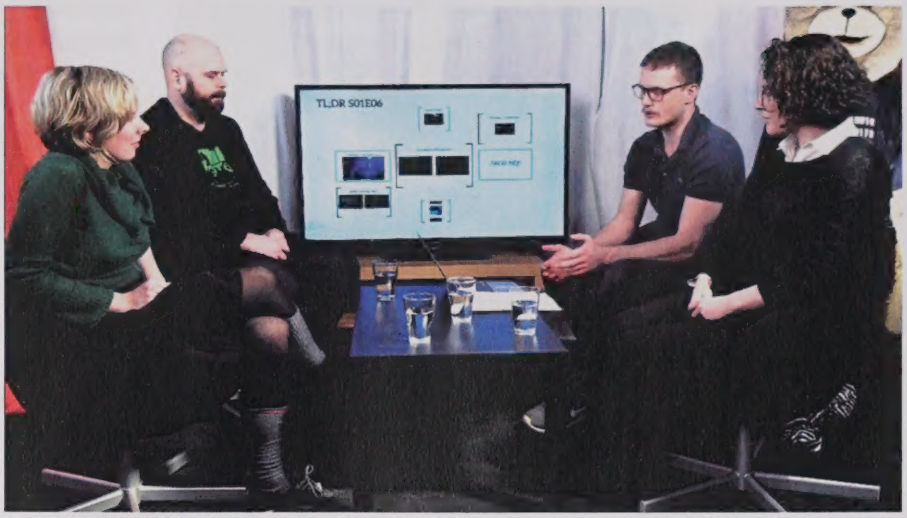
A In recent years we have focused all of our research on the four pillars of IDC's 3rd Platform, Mobile, Cloud, Social Business and Big Data. While the market for traditional ICT products is stagnating or even declining, the 3rd Platform technologies are responsible for the growth in the German ICT market. With our research we help our customers to identify growth opportunities and to align their products and their strategy with market needs.

With our local consulting team we are effectively helping our clients with go-to-market solutions like white papers, webinars and iViews [an IDC-branded multimedia browser-based tool that delivers a market overview in mixed-media format (e.g., data, bullets, analyst quotes, audio, video, graphics)] to create content for their marketing campaigns and to create awareness for themes around digital

continued on page 7

IDG Sweden's new online talk show relies on humor to draw impressive audience

Thanks to a clever publishing strategy and a format that infuses a healthy dose of humor into a discussion of offbeat IT B2B news each week, IDG Sweden's new weekly online talk show is attracting a large and loyal audience.



(L-R): Web Editor ***Ada Fredelius****, News Editor* ***Marcus Jerräng****, Reporter and TL;DR Host* ***Christoffer Malm*** *and Reporter* ***Sophia Nilsson****.*

The show, which has been running for about six weeks, is called TL;DR ("Too long; didn't read" in Internet-speak), "which is ironic, since the show is actually quite long at 45 to 50 minutes," said IDG Sweden Web Director **Carl Grape**. It routinely logs 20,000 to 40,000 views per episode, quite a lot by Swedish standards, Grape said. "Our online views have occasionally surpassed those of some mainstream TV network shows." The show is monetized through pre-roll ads, and the staff is pursuing sponsorships.

Hosted by Reporter **Christoffer Malm** with a panel made up of News Editor **Marcus Jerräng** and reporters **Sophia Nilsson** and **Jonas Ryberg** and edited by Video Editor **Nina Mattsoff**, TL;DR goes for laughs, according to Grape. The panel often shares funny tech-related YouTube clips or plays around with fun new gadgets. The panel recently poked fun at [former Microsoft CEO] Steve Ballmer's dance at a basketball game and tried out the new Samsung Gear VR mobile virtual reality device, for example.

TL;DR

"There is no mainstream IT news coverage on the show," Grape said. "If it isn't funny or quirky, it's not in the show. This is one of the big mindshifts to come along lately; the lines between B2B and B2C hardly exist anymore. Our CIOs want to learn about enterprise resource planning as well as the latest gadgets."

Taking a page from Sweden's largest tabloid publication, "which operates one of the few news sites that has managed to get any real volume on its video content," said Grape, the show relies on a clever publishing strategy to boost viewership. The show is posted every Friday afternoon with a headline like "Five things that will make you laugh out loud," Grape explained. "But, as we know, hardly anyone watches 50 minutes of online TV on a news site in one go. So we keep publishing the same video throughout the following week but with different headlines. Our video platform allows us to set time codes so the player starts at the point in the show that is referenced by the headline. This means we can publish the same show six times, once with a general headline and five times with headlines for separate topics covered in the show."

The show's audience is the same as those who visit IDG.se, "which is mainly B2B, which we know through surveys and studying reader behavior," Grape said. "Almost all of the traffic to TL;DR is direct traffic, i.e., people who are already on the IDG.se site. Even though our journalists take a humorous approach to the content, they are very knowledgeable about B2B IT and that comes through in each episode. The idea is that B2B doesn't have to be boring. Most of the feedback we've had from email and social media has been positive so far."

> "This is one of the big mindshifts to come along lately; the lines between B2B and B2C hardly exist anymore. Our CIOs want to read about enterprise resource planning as well as the latest gadgets."
>
> *Carl Grape*

For more information contact Carl Grape. ■

Contest looks to improve one reader's Mac, Macwelt's reader database

A new IDG Germany contest aims to boost the performance of one lucky entrant's Macbook Pro while boosting Macwelt's reader database.

To enter the Pimp My Macbook contest, readers must have registered by March 20 at Macwelt.de, providing their full name, email and postal addresses, their Facebook name (not mandatory to win) and the model of their Macbook Pro, which must be from 2011 or 2012. They must also agree that they are willing to mail their laptop to the IT service company that will install the upgrades.

Among several other enhancements, the winning entrant's Macbook Pro will be upgraded as follows:

- The internal optical disk drive will be replaced with a 512GB solid state drive.
- The internal hard disk drive will be replaced with a 1TB hybrid drive.
- 16GB of internal RAM will be added, as will a 6TB external hard drive.
- The winner will also receive a year's free subscription to the Adobe Creative Cloud apps and services package and a new 24-in. external monitor.

Macwelt Deputy Editor-in-chief **Christian Möller** said the entire upgrade package is worth 3,200 euros (US$3,500). The Macwelt editorial staff chose all of the components based on their own experiences with them and reviews published on macwelt.de. The upgrade components, which will be donated by their respective manufacturers, will be installed by an external service company.

PIMP MY
MACBOOK PRO

More than 1,300 readers had registered by early March. The winner will be chosen at the end of March by a random drawing, "which we want to document on video," Möller said. "We will also publish a series of short articles about the upgrade process, including do-it-yourself workshops and online product reviews." He said he expected the actual upgrade to take one to two hours and that he hoped the service company would allow Macwelt to record the entire procedure.

*The team behind Macwelt's Pimp My Mac contest includes (l-r): Editor-in-chief **Marlene Buschbeck-Idlachemi**, Editor **Markus Schelhorn** and Deputy Editor-in-chief **Christian Möller**.*

Although IDG Germany's PC Welt runs a similar contest for its Höllenmaschine ('PC From Hell,' a similarly souped-up system), Möller said this was the first time for Macwelt's upgrade contest.

"We are promoting it on Facebook, online at macwelt.de and in a special article in our April issue," he said. "We are using the contest to collect reader data and gain more Facebook fans. We'd also like to know more about the equipment our readers are using, such as how many users of older Macs are out there? This will influence our strategy on do-it-yourself workshops and online product reviews. If the contest is successful, we may repeat it in the future."

Readers who don't have the proper 2011-2012 Macbook Pro model can also enter their own contest. If they become a fan of Macwelt's Facebook page and enter their Facebook name in the login box they could win a 256GB solid-state hard drive and an Elgato Thunderbolt docking station in a random drawing.

For more information contact Christian Möller. ■

Partner profile

IDG's Norwegian licensee concentrates on IT decision maker audience

Company name: Computer Communications A.S.

Location: Oslo, Norway

Brands published under license to IDG: Computerworld, PC World, IT-Bransjen, all print and online; Macworld and Telecomrevy, both online only.

Computerworld-branded events: CIO Forum (12 forums in 2015), Forhandler Forum (focuses on the distributor/channel market), Round Table (topical discussions with IT professionals), Public World (a conference about IT in the municipal sector for politicians and municipal officials), Health World (focuses on digitization of health care and strategic health IT in Norway), Finance World (a breakfast seminar for the finance sector) and ITS-Forum (centers on intelligent transport systems).

Number of employees: 32

Primary IDG contact: Managing Director/CEO **Thomas Bergerskogen**

Year license signed with IDG: 2014. IDG had a wholly-owned business unit, IDG Norge, launched in 1983 and run by General Manager Morten Hansen. Hansen bought the business unit as a licensee in 2013, and last year the employees bought out Hansen and established Computer Communications, which is 100% employee-owned.

Competitive landscape: Chief Operating Officer **Mickael Carlson** said Computer Communications has "next to no" local print competition and only three online rivals: Digi.no, TU.no and E24.no. "Digi and TU are twice as big as us and E24 even bigger," Carlson said. "Our main focus is on decision makers within IT, while our competitors have a wider target group. Competition with major Norwegian newspapers is very low."

Market challenges: Carlson cited slumping ad sales and a decrease in paid subscriptions. "We try harder to focus on our target group of IT decision makers to give our readers even better products."

(L-R): Editor-in-chief ***Henning Meese****, Managing Director/CEO* ***Thomas Bergerskogen*** *and COO* ***Mickael Carlson****.*

Benefit of partnering with IDG: "It has an excellent standing in the market," Carlson said, "and we have access to ideas from our IDG colleagues around the world. We use the IDG News Service, and the Global Product Line Meeting has always been useful for us," Carlson said. "We have also worked with IDG Sweden and have had some good exchanges of ideas."

COMPUTERWORLD

The Computer Communications team gathers for a photo at their Oslo, Norway, office.

On the transition to digital: Computer Communications' sites all use responsive design, and its online editions of its print publications use a PDF viewer. Carlson said there is "a low willingness in Norway to pay for digital content. We try to combat that by focusing on high-end journalism and quality, niche content, content that is unique and has a longtail effect." The team plans to begin offering premium content behind a paywall this year.

Computer Communications also offers client-produced white papers for lead-generation campaigns; a calendar section where clients can announce upcoming events, as well as one for clients' press releases; digital advertorials; and Partnerzone mini-sites with articles and product profiles designed to generate leads for clients. In existence for more than a decade, an IT job search site allows clients and readers to list and search for job openings.

Write to Thomas Bergerskogen. ■

noteworthypeople

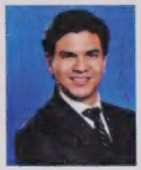
Promotions

Casey

IDG Communications Digital Account Services Report Specialist **Pat Casey** has been promoted to digital account services coordinator. "Pat will be tackling IDG Enterprise lead generation campaigns and gaining more account management experience on the front lines with sales and our clients," said **Danielle Thorne**, IDG Communications VP, Digital Account Services. "Pat joined IDG two years ago, generating a high volume of lead reports for our clients each week. Although Pat was in the position to continue to grow within the reporting function, he was interested in another path and carved out time to manage campaigns in advance of an opportunity being available. I would like to congratulate Pat for his positive attitude, dependability, perseverance in lead gen and commitment to IDG." pcasey@idgenterprise.com

Peña

IDC Chile Consumer and Commercial Devices Analyst **Cristian Peña** is now senior analyst. "Cristian is always sought out by the written, online and televised press in Chile for his opinion on the latest technology trends in the country, making him one of the more frequently quoted analysts in IDC Latin America," said IDC Latin America VP, Research **Jay Gumbiner**. "He is just as comfortable speaking with senior-level executives as with more junior-level clients, and his excitement about talking about technology trends is evident." cpena@idc.com


Aguilar

IDC Latin America Senior Analyst, Mobile Devices **Oliver Aguilar** has been promoted to research manager. "Oliver has always been willing to help out in any part of the Latin America organization," Gumbiner said. "Clients look forward to his presentations, due to his smooth presentation style and interesting analysis and crossing of data between different research areas within IDC's product portfolio. He is never one to say no and prefers to say, 'Yes, let's figure out how we can make this happen.'" oaguilar@idclatin.com

New employees

Schermerhorn

Eric Schermerhorn joins **IDC Framingham** as a global account manager; he was previously an account executive at ZoomInfo. He served eight years in the U.S. Army, holds a B.S. in business administration from Bridgewater (Mass.) State University and enjoys playing and coaching hockey, mud runs and volunteering. He recently finished a 10-year stint on the leadership committee for the Greater Milford (Mass.) Relay for Life benefiting the American Cancer Society, raising more than $1 million. eschermerhorn@idc.com

Haldoupis

New at the **CIO Executive Council** is Enterprise Client Relationship Manager **Marianne Haldoupis**. She was previously a project and service manager at Deloitte CRG, working with financially distressed clients, and holds a B.S. in business management from Lesley University in Cambridge, Mass. In her free time she enjoys hiking and kayaking and teaches pairing classes at a wine store. mhaldoupis@cio.com

Business units worldwide are welcome to send news about promotions, new employees and transfers to IDG World Update.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Richard Villars *IDC*

27
Kirk Campbell *IDC*

23
Robert White *IDC U.K.*

20
Jackie McDonald *IDC*

17
Karen Cash *IDC*

16
Vernon Turner *IDC*

15
Paul Moon *IDC*
Lisa Stabile *IDG Corporate Services Group*
Lisa Blackwelder *U.S. Media*
Ryan Francis *U.S. Media*
Vanessa Teal *IDC U.K.*

10
Susan Joyce *IDC*
Satoshi Fukutomi *IDC Japan*

9
Petr Jirovsky *IDC*
Monica Brunaccini *CIO Executive Council*
Darren Bibby *IDC Canada*

7
Chris Pollock *IDG Technical Services Group*
Denise Dye *IDG U.K.*
Henrik Jogin *IDG Sweden*

5
Tsuneo Tosaka *IDC Japan*
Daniel Frey *IDG Switzerland*

4
Jerzy Michalski *IDG Poland*

3
Ashish Nadkarni *IDC*
Dmitriy Perelstein *U.S. Media*
Elena Semenovskaia *IDC Russia/CIS*

2
Mike Feighery *U.S. Media*
Tom McGrade *U.S. Media*
Amanda Tyler *U.S. Media*
Luca Diggelmann *IDG Switzerland*

1
Barrack Ambiyo *IDC East Africa*
Eckhardt Fischer *IDC Central Europe*
Lisa Mezö *IDG Sweden*

continued from page 3

One on one

transformation.

The German event team has developed new event topics and formats like the European CIO Summit [first held in 2014 and scheduled for Sept. 20-22, 2015, in Berlin] to attract end users interested in new technologies and willing to invest in them to drive the digital transformation in their companies.

Q What kinds of events does IDC Germany produce?

A We have a broad range of event formats in Germany. Beside the standard full-day events we produce a great number of custom events like breakfast briefings or dinners. Our major full-day events with more than 150 attendees are the Mobility conference in March and Security event in September.

In the past 12 months we have successfully increased the number of custom events focusing on C-level attendees and have introduced a new exclusive format, the European CIO Summit in Berlin, targeting the CIOs of the largest 500 companies in Western Europe.

Frankfurt and Munich have proved to be the best locations for our events in terms of attendees. Nevertheless, we have carried out a number of events in different cities in recent months, depending on the topic and the target group. ■

unsunghero

Tina Marfori

Manager, Product Development

IDG Strategic Marketing Services

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Tina Marfori *IDG Strategic Marketing Services*
Christian Möller *IDG Germany*
Wafa Moussavi-Amin *IDC Central Europe*
Rich Vancil *IDC*
Karen Wilde *IDG Strategic Marketing Services*

***Karen Wilde**, IDG Strategic Marketing Services VP, Global Product Development and Process Management named Manager, Product Development **Tina Marfori** her team's Unsung Hero. "Tina is one of the brightest people I have had the honor to work with during my tenure at IDG. She is able to assess a situation and find a solution at the drop of a hat. She has been instrumental in researching, evaluating, selecting, purchasing and implementing a global project management tool meant meant to raise our external and internal customer service and collaboration to a new level. She is conscientious and a great team player, and it is for all of these reasons that Tina is an Unsung Hero!"*

Home Oakland, Calif.

Primary job responsibilities
I help maintain product pricing lists, including building out pricing and specs for new custom products. I also help with product and process documentation and the interaction of our team with sales and other IDG groups internationally. I project manage a few campaigns, and I assist the TechNet/CSMB groups with Salesforce for their custom campaigns.

Three things I do in a day's work I check email first thing in the morning, then I try to spend the next couple of hours tackling whatever the biggest project is on my plate. After that I work on all the smaller one-off requests.

What I love most about my job I like that my job requires me to organize things. I find a lot of satisfaction in creating things and organizing them in a way that makes sense.

Hot-button issue I'm dealing with on the job
My new project is trying to figure out how to automate our SMS Campaign Completion Survey, which we are using to gauge our client's satisfaction after running a custom campaign with SMS. This project allows me to research all the different survey companies out there that allow Salesforce integration and see how to pull client information directly from our CRM. The data that can be pulled from these surveys can help us a lot with updating and improving our services.

IDG WORLD UPDATE

*IDG SMS Manager, Product Development **Tina Marfori** joined IDG in 2007 as an account coordinator with Network World.*

Latest accomplishment The current rollout of our new project management software called Wrike. We launched it officially in January, and it should be fully up and running by the end of March. I will also be rolling it out internationally to the other IDG project managers, and, hopefully, it will be used by IDG worldwide. I really think this tool will help increase our communication capabilities and project management performance for our clients and IDG as a whole.

What I'm doing to be a better employee Trying to learn more about the software solutions our team is using. Not just the general use of them but the backend setup. For example, I am really interested in seeing how our platforms can communicate with each other.

What others can't tell just by looking at me
I'm Canadian. I grew up just outside of Toronto and came to California about 10 years ago. I also don't say "eh."

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

16 MARCH 2015 | VOLUME 45, NUMBER 11 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 8* | UNSUNG HERO - *page 9*

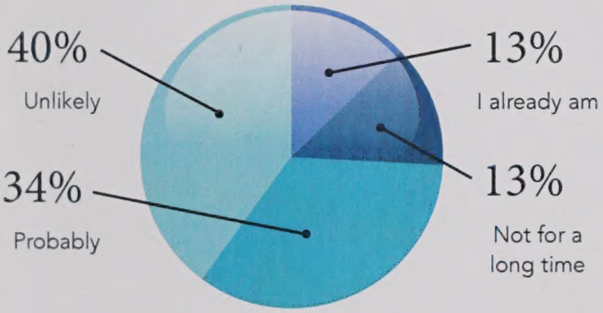
IDC MEA program builds alliances between Egyptian, African firms

Developed with the support of Egypt's Information Technology Industry Development Agency, the program included presentations, panels, networking and "matchmaking" for participants to discuss business ventures.

SEE MORE ON PAGE 6

Question of the week results

Do you plan to use a mobile payment system like ApplePay this year?



Log on to www.idgcentral.com to vote on this week's question:

Do you binge-watch to catch up on TV shows or movie series?

CLICK HERE

Also inside

- Kit Gould now CEO of IDG U.K. and IDG Sweden
- March 19 marks one-year anniversary of the death of Pat McGovern
- One on One: Anne McCrory, IDGE VP, marketing and content strategy, Events

IDG U.K., IDG Germany discuss traffic growth, third-party monetization

*L-R: **Simon Jary, Jonas Triebel, Markus Pilzweger** and **Matt Egan** in London.*

IDG U.K. hosted IDG Germany's Jonas Triebel, Tech Media publisher, and Markus Pilzweger, head of content management, for a workshop on the latest developments in traffic growth and third-party monetization with Simon Jary, IDG U.K. publishing director, and Matt Egan, editor-in-chief. Triebel reported on what his team had learned from — and the potential of — TechNuggets. Pilzweger introduced the shortform video tool Wochit. Following Jary's third-party monetization presentation at last year's Global Product Line Meeting in Boston, IDG Germany started to work with U.K. partner video ad tech network Teads, making €10,000 (US$10,631) in the first month — a great example of applied learning. At this workshop Teads and another U.K. partner, Kiosked, presented new tools to the group. "IDG U.K.'s hospitality was incredible and sharing best practices on an international level helps boost both traffic and revenue," said Triebel. "We had an amazing day of pure value in London. A big hand for Simon and Matt." For more on IDG U.K.'s third-party monetization effort, see page 4.

IDG U.K. CEO Kit Gould adds oversight for IDG Sweden

Following last week's departure of CEO **Christer Björkin**, IDG U.K. CEO and Managing Director **Kit Gould** will now serve as CEO of both business units. Announcing the change, IDG Communications Worldwide CEO **Michael Friedenberg** thanked Bjorkin for his work advancing the Swedish business into the digital media world and noted the need for a shift in leadership to take the next step.

Gould, who plans to split his time evenly between the two offices in London and Stockholm, said he will spend the next two weeks focusing on IDG Sweden "meeting all the staff and the management team so I can understand the products, the solutions and company structure and the challenges they face. In my first 36 hours I have met many exceptionally creative, smart and passionate individuals who are tackling many of the issues we have faced in the U.K.," he said.

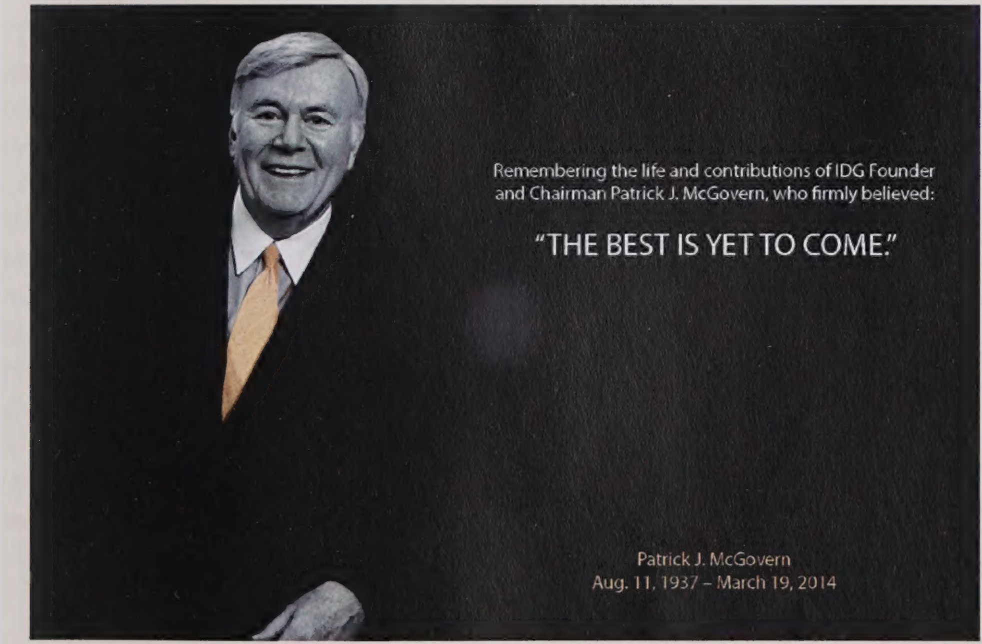
Assisting in the transition on an interim basis is International Controller **Toby Hurlstone**, who will focus on operations and finances.

Kit Gould *will mark his 19th anniversary with IDG later this year.*

"I am starting to see already some shared experiences and approaches that we can transfer between the two businesses," said Gould, "and IDG U.K. and IDG Sweden have a strong recent history of good communication and starting to share best practices. I want to accelerate this transfer and help the team in Sweden to operate at their best and to regain their rightful position in the IDG firmament."

"IDG Sweden is core to our international strategy," said Friedenberg. "Kit and Toby's presence will help align Sweden's incredible talent with our financial expections." ■

In memoriam



Remembering the life and contributions of IDG Founder and Chairman Patrick J. McGovern, who firmly believed:

"THE BEST IS YET TO COME."

Patrick J. McGovern
Aug. 11, 1937 – March 19, 2014

CHRISTAN BALCH

Employees wishing to share a thought about Pat are invited to do so on IDG Central.

Google change allows company statements to top news searches

The IDG press summary on IDG Central includes IDG and industry news, including this article excerpted below:

(Reuters, March 11) - A little-noticed change in the way Google selects search results has allowed company statements to top the list of news links shown when users search for information on businesses.

The measure may cost news publishers web traffic and risks misleading users, analysts said.

A Google spokeswoman said that in September the search giant widened the number of sources from which it drew the entries that appear in the "in the news" section of its search results page.

Previously, only links to stories on approved news sites such as those of newspapers and TV stations appeared in this section of the main search page.

Josh Schwartz, chief data scientist at Chartbeat, which tracks web traffic for news publishers and others, said it was likely that companies could use search engine optimization techniques to lift their rankings in the news listings.

He said the new system could confuse readers, directing them towards public relations material and away from news reports.

That also poses a risk to news organizations that rely on Google and other search engines to direct readers to their websites.

"The 'in the news' modules are potentially an extremely powerful driver of traffic," Schwartz said. "It could cost news sites traffic."

OneonOne

Anne McCrory

IDG Enterprise

IDG Enterprise's VP, Marketing and Content Strategy, Events, is this week's columnist. Reach her at amccrory@idgenterprise.com.

> "[With AGENDA], we are bringing IT executives together with their business colleagues to roll up their sleeves and brainstorm in areas such as how to drive customer engagement, modernize product development and craft a strategic digital vision."

Q Late last year, IDG Enterprise's events group became part of IDG World Expo. How is the transition going?

A It's going great — there are very talented people in both groups, and we've started to learn about one another's events. We are still in the process of becoming one unit. We hope to be sharing one location (at 492 Old Connecticut Path in Framingham, Mass.) by the end of April. In the meantime, we have begun assigning staff to events across the portfolio. So far we have people from the IDG Enterprise side of the house supporting the Game Marketing Summit (**Diana Scott**), E3 (**Nicole Day**) and MacIT (**Debra Becker**, **Mike Gormley**; **Duncan Newell**, **Lissa Piscopo** and Diana Scott, and the IDGE content team on speaker recruitment).

Q Has the IDGE event portfolio changed in the past year?

A This year we consolidated the portfolio to focus on key events on the regional and national levels, as well as custom events. That gives the sales teams tighter messages for selling sponsorships. For example, we took the Network World Tech Tours — a one-day series based around topics such as enterprise mobility and SDN — off the roster.

Q What's the business model for your events? Paid, sponsored, both?

A Both. The multi-day IDGE events and DEMO have paid components, though the bulk of revenue comes from sponsors. Our budgets have attendee revenue goals, and we tier our marketing and our offers to meet those needs. We look at competing events to help with pricing and then devise early-bird, regular and onsite rates. But the bulk of the IT audience is in such demand, and are so conditioned to free offers, that we would not be able to offer the audience demographics of a qualified model if we had to charge every person.

Q What's the mission/audience for AGENDA? How is the event shaping up?

A This is the first year for AGENDA, which has elements of the prior Premier 100 IT Leadership Conference (Computerworld), CITE conference + expo and CIO's Leadership event. It will be held March 30 – April 1 in Amelia Island, Fla. We are partnering with the CIO Executive Council (CEC) on it, as we have done with other executive-level events in the past. The mission is to provide a working conference on digital business where IT executives can collaborate with their business peers to solve their next challenges in becoming a digital business. The agenda is very strong (CEC VP/Strategy **Rick Pastore** and I co-developed it), and registration is very healthy. We are looking for 300 IT and business executives to attend, and we are on target to meet that number.

Q What makes this new event's agenda particularly strong?

A The theme is Driving Business Through Digital Transformation, and as we say on the website, "AGENDA is unlike any other conference. It's immersive, interactive and focused on giving you and your colleagues the practical tools to lead digital transformation in your organization." We are bringing IT executives together with their business colleagues to roll up their sleeves and brainstorm in areas such as how to drive customer engagement, modernize product development and craft a strategic digital vision. Both of our keynoters have new books: George Westerman of MIT (*Leading Digital*) and R. Ray Wang of Constellation Research (*Disrupting Digital Business*). Two other speakers — **Meredith Whalen** of IDC and Rick Pastore — are leading sessions that involve self-assessments and frameworks to evaluate digital competencies. So we cover the vision and the practicalities of making digital work for business in new and dynamic ways.

Q Are you seeing any trends in the event space that are influencing your portfolio/event formats or content?

A I can't speak for the whole industry, but on the custom side we do have clients who are asking for new things. For one client, we have booked several events at sporting venues; it's a content program followed by tickets to the game. (Yes, a Red Sox/Yankees matchup is on that roster!) We have another client who wants only people from its target list at events, so those are very intimate dinners. In general, targeting, ROI and new formats are in the greatest demand.

Q How does your team work to ensure potential attendees who RSVP yes actually attend the event?

A We have always done extensive retention measures in the weeks leading up to every event

continued on page 7

Third-party partnerships drive B2C profitability at IDG U.K.

IDG U.K. Publishing Director ***Simon Jary*** *has spent the last several years actively seeking out and managing third-party partnerships for the company's two consumer titles, PC Advisor and Macworld. Today, these partnerships account for the lion's share of the company's B2C revenue, and last year brought in more than US$1.8 million. A number of those partners are eager to explore relationships with IDG outside the U.K. Anyone interested in learning more may contact Simon Jary for more information.*

WU: Can you define what is meant by third-party revenues?

SJ: Third-party monetization refers to revenue gained from digital partnerships with non-IDG companies, usually on a network, affiliate or retargeting basis. Examples of such companies that we partner with include Outbrain, Vibrant, Amobee, DistroScale, Amazon, Unruly, Criteo and Teads.

In FY14 our third-party revenue exceeded US$1,800,000, working alongside over 30 digital partners. As of Q1 FY15 this stands at $950,000.

Sorting these partners into five basic third-party categories, our third-party revenue mix today looks like this: programmatic, 48%; native/contextual, 28%; network, 15%; affiliate, 7%; and retargeting, 2%.

WU: When did you really begin to focus on this area?

SJ: About seven years ago I was looking at the PC Advisor management accounts sheets and noticed that we were filling in just a few of them: DAU [digital ad units], newsletter and sponsored areas. There were about another 30 revenue lines that we weren't filling.

I set out to fill in as many of these lines as possible, certain that each represented untapped revenue potential. Even if each one brought in a few hundred pounds that would make a big difference to our monthly online numbers.

There was no way that we could spread these possible revenue areas among our direct sales and in-house marketing teams. We needed to partner with other companies that had the experience, connections and technology in each field.

> "Non-direct monetization doesn't happen on its own. You need to work hard on it: searching, meeting, evaluating, testing, implementing, monitoring, analyzing and optimizing."
>
> *Simon Jary*

When I took over the Macworld brands I started the process of replicating this success there. As a result, we have now moved Macworld into a brand mostly supported by third-party monetization and from a loss to a 20% net margin.

WU: Can you talk a bit about how you cultivated this revenue stream?

SJ: We first did deals with price-comparison, RSS sales and network in-text advertising companies, as well as incorporating on-page Google AdSense units. We still deal with a few of these partners today. In FY08, these partnerships brought in US$405,000 — a decent start. By FY14 that number had grown to over $1.8 million a year.

Simon Jary

On average I meet with three such partners a week, either listening to new ad-tech or affiliate pitches or optimizing existing digital partnerships and on-site implementations. At least every quarter we hold performance and technology reviews with each partner. We are constantly optimizing, through A/B testing and replicating other best practices, as well as measuring and analyzing delivery and performance. I'm proud to say that the majority of our digital partners tell us that we are the media owner most likely to try new things and experiment — a testament to IDG's action-oriented "Let's Try It" mantra.

New revenue streams appear — and disappear — all the time. We monitor not just competitor sites but all media sites for potential new partners.

WU: What percentage of sales for both PCA and MW are first-party vs. third-party sales, and is this continuing to evolve?

SJ: In FY14 direct sales and third-party revenues were split quite evenly. In Q1 FY15 third party pushed to 70%. Although seasonality might even this out a little over the course of the year I expect third-party revenues to maintain dominance.

WU: What has led to the growth in third-party sales?

SJ: Being responsive to changes in our marketplace means keeping on top of the latest ad tech and startup companies offering new approaches to both monetization and traffic growth. Non-direct monetization doesn't happen on its own. You need to work hard on it: searching, meeting, evaluating, testing, implementing, monitoring, analyzing and optimizing.

While display lives on — and indeed thrives programmatically — traditional direct display sales are in transition, and our sales teams are now more focused on premium services, such as content campaigns and data-driven audience targeting. New ways of monetizing growing traffic are therefore an essential part of today's publishing business.

WU: Is native advertising considered third party?

SJ: We don't count directly booked native advertising in our third-party accounts. But we do partner with networks and others that sell out-of-category native campaigns or have connections with clients that we lack. The long-term aim is to sell all native campaigns in house. Until then we don't want to turn away the money, while at the same time we want to protect

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continued from page 4

Third-party partnerships

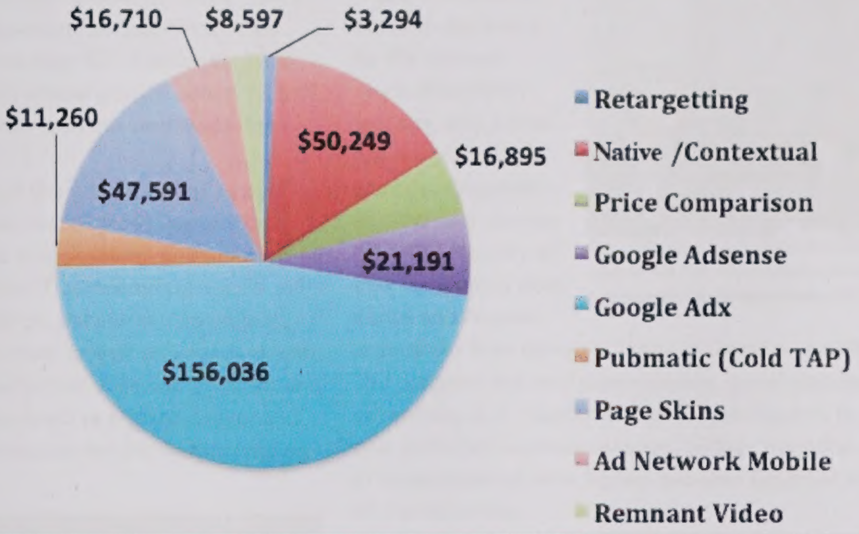
our yields for when we do sell direct, premium native solutions.

WU: Google AdX is by far the largest piece of the pie — why?

SJ: When we started with Google AdX in 2011 it was a minor revenue partner. To be fair, we didn't optimize it as much as we do today, and that initial FY2012 revenue of $32,000 has now grown to over $850,000 a year. We expect it to be higher still by the end of FY15.

In 2013 we partnered with SSP Pubmatic and focused a lot more on the programmatic side — with a dedicated resource rather than just me fiddling about. Last year we moved AdX up the stack to our No.1 SSP with a passback to Pubmatic, and we now have Rubicon in the mix, too.

While the opposite of programmatic is manual, it's when you add in human intelligence that RTP really flies. We had record programmatic revenues in November when our Audience Services team collaborated with editorial around Black Friday, creating rules targeted by meta key values and increasing private auctions by grouping together buyers in mini auctions with high floor prices to bid on Black Friday inventory. [Read more about that here.]



PC Advisor's and Macworld U.K.'s third-party revenue for November. This revenue now drives IDG U.K.'s B2C profitability and in this month, created a net margin of 33% for these two titles' online business.

WU: Are there other promising up-and-coming types of third-party sales you're particularly excited about?

SJ: Native advertising is growing, and one of our early third-party partners, **Outbrain**, really leads the field here. Its Content Recommendation widget is a great example of native done right.

Better still, Outbrain's internal link widgets are, bar Google, our highest traffic referrer — driving yet more direct and non-direct revenue. In Q1 Outbrain brought us $50,000 in revenue from external links and 2,100,000 page views from internal links.

So impressed are we with Outbrain's personalized article-recommendation algorithm that we now use it for all on-page Read More/Related Article links, previously set by editors in the CMS. Outbrain's 3.1% click-through rate cannot be argued with.

It's also possible to drive traffic around your owned and operated network from B2C to more valuable B2B page views, for example.

We have started using Outbrain's Engage tool (previously Visual Revenue) to live A/B test article placement and headlines on homepages. We can also use this to run direct-sold native campaigns for no set-up or running costs, as well as backfilling with Outbrain-sold links.

Outbrain is a great example of what we always look for in a partner: revenue plus benefits.

Another partner I'd recommend is **Teads**, which can run video ads on video content. It's like pre-roll for text and within slideshows and so opens up otherwise hard-to-crack volume video budgets.

We also make excellent money — $140,000 in Q1 — from image ads via our partner **Kiosked**.

Skimlinks monetizes existing external links to retailers, so you won't notice any difference to your site, but you will make decent returns — for us, $32,000 in Q1.

An oldie but goldie that you shouldn't ignore is **AdSense** — Google's original but long-forgotten revenue stream. Last year we made over $150,000 from AdSense (both for content and search) — most of it from the almost invisible 468-by 15-pixel link units.

WU: What advice would you offer business units that are not yet far down this road on how to get started?

SJ:
- List all revenue lines unfilled on the management accounts.
- Meet as many potential partners as possible.
- Talk to potential providers' current media partners to get a feeling for how hard the partner will work for you.
- You can't do everything yourself, so partner with the experts: those doing the research and pushing the technology.
- Seek extra partner benefits.
- Make partners work for you. They bring the tech or the money; you provide the audience.
- Partner with startups. They will work all hours for you as a key media partner.
- Constantly optimize and experiment, monitor and analyze performance.
- Make sure you monetize all platforms (desktop, mobile and tablet) and non-local traffic.
- Collaborate with partners: scratch their backs by recognizing their success and help their PR.
- Be prepared to drop partners if the relationship is not working or performance drops. ■

IDC MEA program builds alliances between Egyptian, East and West African companies

As part of a partnership designed to encourage collaboration between Egyptian ICT companies and their counterparts in East and West Africa, IDC produced a new event, Africa Together, held Feb. 17-19 in Nairobi, Kenya, and developed with the support of Egypt's Information Technology Industry Development Agency (ITIDA).

"Economic growth, digital transformation and foreign investment are increasing across the African continent, with the region's IT spending growth outpacing the worldwide average," said **Jyoti Lalachandani**, IDC group VP and regional managing director, MEA. "IDC's latest forecasts show IT spending across Africa — excluding South Africa — reaching $37.3 billion by 2018, expanding at a compound annual growth rate of 13.63% — almost four times greater than the worldwide figure of 3.94%.

"However, the pace of this growth brings its own challenges, particularly as most of these markets face critical shortages in terms of technology skills, and only a handful of domestic African IT companies can scale sufficiently to support very large, transformative projects," he added. "Egypt, by contrast, boasts an abundant and diverse talent pool, cost-effective skills and solutions and is increasingly being considered as a global player and competitive sourcing destination for the world's leading corporations."

Staff members from IDC Middle East & Africa working at the event included (l-r): Conference Manager ***Theresa Eshiet****, Associate Vice President* ***Ronita Bhattacharjee****, Conference Project Manager* ***Merveil Varghese****, Senior Conference Specialist* ***Rania Mustafa****, Conference Speceialist* ***Sara Nur****, Conference Assistant* ***Natasha Cristi****.*

Several months ago, to determine the attendee list, IDC research teams interviewed more than 100 African ICT solution providers and decision makers to assess their priorities and identify potential partnerships they might forge with Egyptian companies. IDC analysts then selected attendees they thought would be most appropriate, and the conference team issued them invitations. The attendees' expenses, including hotel and travel expenses, were covered by ITIDA.

AFRICA
Together
COLLABORATIN
FOR GROWT
IDC

One of the panels included (l-r): Amr Abou Ward, Orascom Egypt; Dr. Joseph Sevilla, iLab Africa, Strathmore University (Kenya) and ***Mark Walker****, associate VP, Sub-Saharan Africa, IDC.*

With representatives from 26 Egyptian companies participating, Africa Together consisted of a two-day event for the channel, which drew 59 attendees, and a one-day program for 76 attendees representing end-user companies. The majority of attendees came from Kenya and Nigeria, with others from Ethiopia, Tanzania, Zambia and Ghana. The program included presentations, panel discussions, networking and "matchmaking" for participants to discuss potential business ventures. Sixteen memorandums of understanding were signed between Egyptian and African countries.

In addition to Lalchandani, IDC participants at the event were **Mark Walker**, associate VP, Sub-Saharan Africa; **Onesmus Mbogo**, regional manager, East Africa; and **Margaret Adam**, consulting manager, IDC MEA.

Africa Together is an outgrowth of an earlier, smaller collaboration between IDC and ITIDA. The "Go-to-GCC" program in 2010 brought ICT solutions providers in Egypt and Gulf Cooperation Council nations (Saudi Arabia, Oman, Kuwait, Qatar, Bahrain and the United Arab Emirates) to help them build new partnerships.

Founded in 2004, ITIDA is a public-private partnership between the Egyptian Ministry of Communications and Information Technology and the private sector. ITIDA is dedicated to developing ICT in Egypt through various local and regional initiatives, which is the catalyst behind the IDC/ITIDA partnership.

Write to Jyoti Lalachandani. ■

Tips, articles help hone journalists' editorial skills

CIO Executive Editor **Mitch Betts** periodically compiles a newsletter for peers that lists training opportunities and articles relevant to IDG journalists. Some examples from a recent issue:

External training opportunities
The contractual relationship between editors and freelancers (ASBPE)
One-hour webcast, live April 8

Editing Triage: Managing Workflow Effectively (Poynter)
One-hour recorded webinar

Tame Your Inbox: How to Manage Email [for journalists] (Poynter)
One-hour recorded webinar

Tools for Mobile Journalism, 2015 (Poynter)
One-hour recorded webinar

Interesting articles
(Statements in the articles are not necessarily endorsed by IDG editors.)

'Tweet your story four times' and other advice (Poynter)
Excerpt: "Four times isn't necessarily better than three times or five times. It's more about thinking about different ways to share your content because you never know what will be meaningful to a particular reader at a particular time."

Close but Not Quite (writers: be careful to pick the most precise word) (The New York Times)

24 takeaways from the ONA London conference on mobile (e.g., mobile apps, mobile-first newsroom) (Sarah Marshall blog)

Making the most of mobile: advce from experts at #ONALondon (Journalist.co.uk)

Open-source tools for creating Twitter cards (Journalism.co.uk)

No copy editor? Here's "Copyediting for reporters -- the basics" (Journalists Resource)
Excerpt: "If you make assertions about an individual or organization, did you contact them to verify the information and get comment? If not, do so, and don't be satisfied with sending off an email. Exercise due diligence here."

Google will begin ranking mobile-friendly sites higher, starting April 21 (The Next Web)

Google testing a red "slow" label for slow-loading websites (Search Engine Land)

continued from page 3

One on one

— emails, a recorded voice drop, sometimes text messages. A new measure that has worked quite well is sending an email with a link to a quick "yes/no" form where registrants can confirm if they are still coming. This has led more people to confirm their plans close to the event and gives us a better idea of what numbers are really looking like. We also promote any perks they will receive for attending, such as the chance to win a door prize. All of this pertains mostly to non-paying people, which are the majority of IDG Enterprise event attendees, but we hit the paying people, too.

Q What are a few examples of particularly effective social media strategies your team has used for events?

A We have found that Twitter chats build some good buzz for the event. They don't necessarily drive more people to register, but they enhance the onsite experience for the people who participate and then attend. They come in already knowing some people and make plans to meet up.

Q What kinds of new technologies have you incorporated recently during IDGE events, or do you plan to test something new soon?

A We are exploring technologies that World Expo has used, such as beacons, which you place in strategic locations and which then trigger a popup message to attendees passing by on their phones or via the event mobile app to measure traffic patterns. We are also looking into piloting some new functionality for lead scanning via our mobile app provider for events where we use that vendor.

We are always evaluating new features in our current product set and take briefings from providers of new things we haven't tried to see if they're feasible. We did this with a social registration front end called Proximate last year. It looked cool (creating a grid of photos of registrants, pulled from their LinkedIn profiles, on the registration page) but it didn't increase registrations or attendee connections with one another, and we had no way to use the data from the social graphs it created. So we didn't continue with it.

For us to go to pilot, a solution needs to have the potential to really improve an attendee or sponsor experience and/or increase registrations or sponsorships. It also needs to integrate with our current providers if needed. If the pilot doesn't prove the value or an ROI, we move on. ■

Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

noteworthypeople

Promotions

McKinnon
JOE MOLA

IDG Connect Program Specialist **Matt McKinnon** has been promoted to U.S. database manager for IDG Connect and IDG List Services. "Matt has stepped in to run the Connect Data and Email Team," said IDG Connect VP, Operations **Andrew Sambrook**. "He has been instrumental in supporting Sonar and BANT programs as well as managing Channel Partner program delivery and revenues. Last year alone Matt helped drive over US$2M of channel and partner programs. As we move forward I expect to see more activity from Matt and his team as they collaborate with our IDG colleagues to create and leverage more data-driven products and revenue capabilities." matt_mckinnon@idgconnect.com

Aldoupolis
JOE MOLA

IDG Connect Client Services Representative **Gabby Aldoupolis** has been promoted to associate manager, Client Services Connect. "Gabby has played an intricate role with Connect operations," Sambrook said. "She has helped manage IBM and Dell as well as played an active and vital role with the launch of Sonar. Gabby has been the consummate team player and continues raise our delivery and performance standards." gabby_aldoupolis@idgconnect.com

New employees

Westervelt
PETER SHORT

IDC Framingham has hired **Robert Westervelt** as a research manager, Security Products; he was previously senior editor at the Channel Company's CRN magazine and online, covering information security. He earned a B.A. in journalism from the University of Connecticut/Storrs. Away from the office, he enjoys deer hunting, fishing, camping and attending beer tastings. He received a Folio Eddie award for his CRN story "High-Tech Hide-and-Seek" and an ASBPE Azbee award for News Coverage on SearchSecurity.com. rwestervelt@idc.com

Santos

Also new at **IDC Framingham** is Inside Sale Representative **Jan Santos**. A recent graduate of the University of Massachusetts/Amherst, he holds a B.A. in communication and sociology. In his free time he enjoys following and playing sports, particularly basketball, baseball, golf and football. jsantos@idc.com

Transfers

Fleckles

CIO Executive Council Account Executive **Jason Fleckles** joins IDG Enterprise as an account executive, selling integrated marketing programs to clients and ad agencies. He earned a B.S. in business administration from Bryant University in Smithfield, RI, and enjoys sports, technology and reading. jfleckles@idgenterprise.com.

What's going on at your business unit?

The IDG World Update editors welcome contributions from all global business units and partners; reach us at world_update@idg.com. Send a short description of a company achievement, event, "what worked for us" idea or suggestion for an employee profile and we'll follow up for more details.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Judy Bonasoro *IDC*

23
Michael Cooney *U.S. Media*
Bridget Cammarata *IDG Strategic Marketing Services*

22
Klaus Breu *IDG Germany*

16
Hillevi Billinger *IDG Sweden*

15
Mattias Malmqvist *IDG Sweden*
Monica Bennett *IDC*
Pennie Robinson *IDC*

14
Michelle Maher *IDG News Service*

12
Dawn Voyta-Petersen *U.S. Media*

11
Shawn McCarthy *IDC*
Steve Kempton *IDC*

8
Deepa Ahuja *IDC Middle East, Africa & Turkey*
Joanna Baranowska *IDG Poland*
Boyd Chastant *IDC*
Kao Yang *IDC*

7
Dario Nazemson *IDG Sweden*
Evan Hardie *IDC Canada*

6
Milan Kalal *IDC CEMA*
Ryan McNally *IDC Canada*

5
Casey Domrose *IDG Technology Services Group*
Dan Dudziak *IDG Technology Services Group*

4
Bhanu Chaddha *IDC Middle East, Africa & Turkey*

3
Eric Samuel *IDC Middle East, Africa & Turkey*
Andrea Heaney *IDG Strategic Marketing Services*

2
Katerina Juchelkova *IDC CEMA*
Laszlo Toth *IDC Hungary*
Ashwin Venkatchari *IDC Middle East, Africa & Turkey*
Benjamin McGrath *IDC*
Petra Kacer *IDC*

1
Jozsef Bakk *IDC Hungary*
Lawrence Carvalho *IDC*
Kevin Permenter *IDC*

Capturing the best — and worst — of MWC

*IDG.tv and the IDG News Service joined forces in Barcelona earlier this month to produce a "Killer or Filler" video segment that looked at some of the best and worst announcements from Mobile World Congress. (L-R): IDG.tv Video Producer **Olivia Speranza**, IDGNS Senior U.S. Correspondent **Martyn Williams**, IDGNS Multimedia Correspondent & Video Content Manager **Nick Barber**, IDGNS London Correspondent **Mikael Ricknas** and IDG.tv Camera Operator/Editor **Dan Masaoka**.*

unsunghero

Jason Tenenbown

VP, Global Innovation and Program Architecture

IDG Strategic Marketing Services

***Charles Lee**, IDG Strategic Marketing Services president, named **Jason Tenenbown** his team's Unsung Hero. "Jason has demonstrated tremendous leadership and expertise in growing our Program Architecture practice. His innovative, creative talents have been key to us winning marquee programs. Everyone who has had the pleasure of working with him will say he's a great guy, really smart and very driven and dedicated to his work. He constantly puts in overtime and extra effort to get the job done, even on vacation."*

Home Mill Valley, Calif.

Title VP of Innovation and Program Architecture.

Primary job responsibilities I manage the U.S. Program Architecture team, which has three amazing program architects: **Eliza Chue**, **Andrea Heaney** and **James Lenza**. We work with the sales team to identify a client's problem and architect a unique, effective and sellable solution. Programs should be unique and tether existing IDG products and solutions from multiple business units with an overarching story and innovations. We are also responsible for driving innovations in marketing services.

Three things I do in a day's work Usually before the day starts I spend a lot of time reading newsletters and press. I would say I spend half my time talking with sales people about new opportunities, with other program architects about existing ones, with project managers about closed ones or managers at IDG about anything else. The other half is spent writing and building presentations.

What I love most about my job I love when that idea light bulb turns on. I love when I can reference something I learned in school or life as part of a program. I love when my team helps drive revenue with big wins.

A hot-button issue that I'm dealing with Data and account-based marketing.

*IDG Strategic Marketing Services VP **Jason Tenenbown** joined IDG in 2011.*

IDG WORLD UPDATE

Latest accomplishment The entire program architecture team has been firing on all cylinders since October. We have been working quite well with many members of the sales force to win business and fill the pipeline.

Career highlight I've taken a portfolio approach with my career. I've been an auditor, a real estate person, a film producer, toy guy and now an IDGer. I learned what not to do when you get a high-profile talent agent on the phone. I spent an hour with [former UCLA basketball coach] John Wooden at his apartment to get a product endorsement and learned that he talked more about Mother Teresa and poetry than basketball.

Interests outside the office Fly fishing, older folk and country music, shotguns, story-driven narrative content and emerging artists.

What others can't tell just by looking at me This week I learned that my 3-year old son is an astronaut tiger who lives in the ocean and his 1-year old sister is a feather. I don't think you can read that on my face.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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The editors of IDG World Update would like to thank the following people who assisted with this issue:

Christan Balch *IDG Communications*
Kit Gould *IDG U.K. and IDG Sweden*
Simon Jary *IDG U.K.*
Charles Lee *IDG Strategic Marketing Services*
Anne McCrory *IDG Enterprise*
Joe Mola *IDG Enterprise*
Anulekha Shetty *IDC MEA*
Jason Tenenbown *IDG Strategic Marketing Services*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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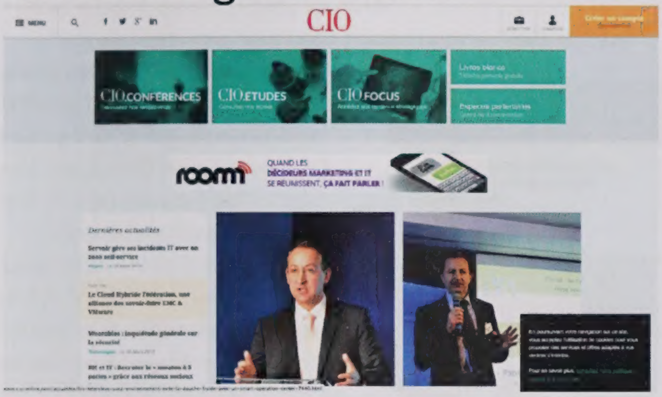
ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

Relaunched CIO France site introduces gamification



The more a visitor interacts with CIO and its related programs, the more credits they will receive that unlock access to premium content or services on the site.

SEE MORE ON PAGE 4

Also inside

- IDG Australia's ARN boosts profile and traffic with executive Q&A series
- IDGE customer newsletter showcases product portfolio
- One on one: Danish licensee CEO Brian Holmgaard
- Employee survey begins this week

The latest IDG Compass training class involved 31 employees from seven business units.

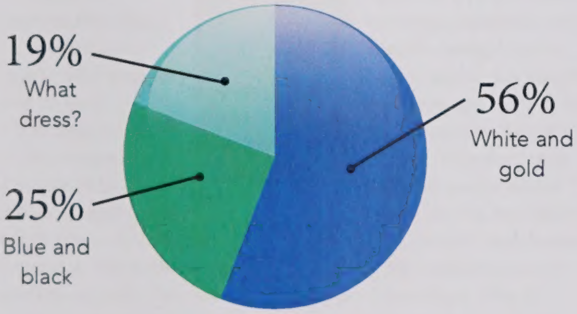
SEE MORE ON PAGE 6

Unsung hero: CSO Senior Staff Writer Steve Ragan is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Was the dress white and gold or blue and black?



Log on to www.idgcentral.com to vote on this week's question:

Do you plan to use a mobile payment system such as Apple Pay this year?

CLICK HERE

See daily IT news summary on IDG Central

The daily news summary produced by IDG Corporate Communications provides links to IDG, IDC and industry news on media, mareketing, mobile, social, video and the tech industry. You can view the News Summary on IDG Central's In the News section or request to be added to the email distribution list by contacting Susanna Hinds.

Recent news items include:

5 gadgets that made us either cheer or cry at Mobile World Congress 2015 (PCWorld)

Business Insider plans spinoff consumer tech site (Digiday)

Data might be the new oil, but a lot of us just need gasoline (Gigaom)

Personalization – four steps to put the customer at the center of marketing (The Drum)

Google sweetens deal for publishers with dynamic price floors (Digiday)

Australia's ARN boosts profile, traffic with Q&A series

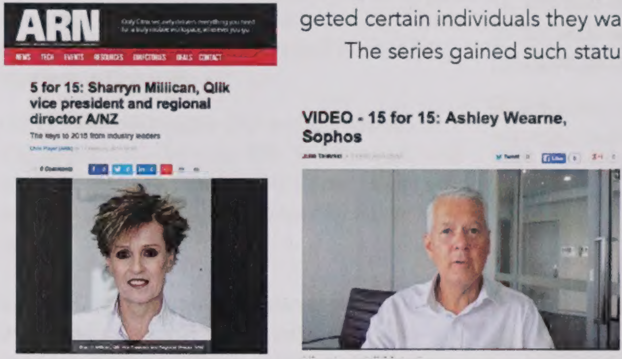
A new series of online interviews with key executives in the Australian channel market is raising both ARN's traffic numbers and its industry profile.

Launched last month, 5 for 15 asks senior-level managers the same five questions:

- What are your company's key channel plays for 2015?
- Its key technology for 2015?
- Its key message to the channel for 2015?
- Its key warning to the channel for 2015?
- What is key to your company for 2015?

Forty-six interviews have been posted to date, "but we have plenty more in the works," said ARN Editorial Director **Mike Gee**. "I'm hoping that by the time it ends in mid-March we'll have between 60 and 70 interviews online."

According to Gee, the new series accounts for 6% of all traffic to ARN's website since its launch. Several of the interviews have been so well read they have been among the top five most popular stories on the site for the 24 hours following their posting. "One of the strengths of this series is that the majority of interviewees have given some real insights into what they consider are keys to success, business growth and industry reality. That kind of quality information will always engender strong audience interest."



5 for 15: Sharryn Millican, Qlik vice president and regional director A/NZ

The keys to 2015 from industry leaders

VIDEO - 15 for 15: Ashley Wearne, Sophos

More than 40 interviews and several associated videos have been posted. so far.

Subjects are interviewed in person, on the phone or by e-mail — "whatever way they want to do it," Gee said. "We aim to make it as easy for the interviewee to do a 5 for 15 as possible. Some answer the questions off the cuff, while others get the questions by e-mail and brood for a while before responding."

"The whole idea was to try and involve as many people as possible, in particular executives in some of the younger, up-and-coming companies as well as the more established and recognized market leaders." The easiest way to do that, he said, was to get ARN's team of journalists to ask suitable candidates if they would also be interested in doing a 5 for 15 interview when they were talking to them for a news story or feature. The editors also targeted certain individuals they wanted to participate.

The series gained such stature in the reseller community that some channel executives have volunteered to be interviewed. "We've had quite a few volunteers as high up the ladder as managing director and CEO," Gee said. "That means we've had an impact. It's one of those things where the more people you put online, the more other people want to be part of it because either their competitors or partners or sector of the industry is already there and having their say."

ARN posts around 15 interviews per week. "They are posted as soon as I make sure the content is good," Gee said. "We have asked a couple of interviewees to refine answers that have been a little vague or appeared a bit too heavily marketing-oriented."

The program is complemented by a 15 for 15 video program, in which the interviewee answers one question in 15 seconds. ARN journalists film the 15 for 15s on their smartphones, "making the process easy and spontaneous," Gee said. There are currently only five video interviews because they are much harder to get, Gee said, because most of the subjects are interviewed by e-mail or phone, and "some people just aren't comfortable doing video."

Gee said once the series ends mid-March ARN will go into "a phase two" with a 2,500-word analysis of the responses that will appear in ARN magazine and online and a series of slideshows based on each question using each interviewee's photo and their response. "From a brand point of view 5 for 15 has raised ARN's already high industry profile even higher," he said. "It has also allowed us to extend our reach into the cutting edge of the industry where start-ups and the like are having such an impact on more traditional players."

Contact Mike Gee. ■

Strategies for success

ARN Editorial Director **Mike Gee** offered the following practical tips for success with this project:

Gee

"It is really important to encourage the interviewees to talk about their overall views of the industry — in this case the channel — rather than just concentrate on what their own company is doing in relation to the five questions we ask. A happy medium is a mix of the two. I want our interviewees to feel that are they industry thought leaders who have a wealth of knowledge to share. Audience response to the initiative has been excellent, with people saying they're finding some real insights that have got them thinking about how they are approaching their own business and partners."

Gee said he has asked his team of journalist interviewers to contact their interviewees to tell them when their 5 for 15 is online and to encourage them to share the link with their colleagues and through social media. "We've found that people who do this have had significantly larger number of readers than those who haven't," he said.

OneonOne

Brian Holmgaard

Jobindex Media

The CEO of IDG's Danish licensee, Jobindex Media, is this week's columnist. Reach him at b.holmgaard@cw.dk.

Brian Holmgaard joined IDG Denmark in January 2008 as head of sales. He left the company in May 2009 as a result of recession-fueled cost reductions. In May 2013, IDG Denmark was sold to Jobindex A/S, one of Denmark's largest online job sites. The former IDG properties were spun out into a subsidiary called Jobindex Media, which licensed all the IDG titles formerly published by IDG Denmark. In January 2014, Holmgaard, who had been commercial director at eBay Classified, joined Jobindex Media as CEO. He has more than 25 years of experience in the Danish media industry including stints at Berlingske Media, North Media and Eniro.

Q Can you give us a quick overview of the brands/products you now produce under license to IDG?

A During the last two to three years we have worked towards consolidating our brands under the Computerworld brand, both as a way to simplify our go-to-market strategy and to minimize the time and money we have spent supporting the many smaller brands.

Our consumer-focused brands such as PC World and ComOn are now part of Computerworld in a consumer-oriented ComOn section and the community-based Eksperten.dk will also be part of Computerworld within a couple of months. This will almost double our unique user base and enhance Computerworld's position as the largest technology information service and IT marketing platform in Denmark.

Other products include CIO and Channelworld; IDG Direct; IDG Connect; IDG TechNetwork; and our IT education business, IDG Kurser, which still retain the IDG part of their names for historical reasons.

Q IDG Communications is currently transitioning to a global tech media, data and services company. To what extent are these trends affecting your business in Denmark?

A We definitely see the need to change from a traditional publishing house where advertising is placed next to (hopefully) relevant content to a more service-driven or network business.

In many ways it is our answer to the general trends that have been dominating the IT sector and publishing the last couple of years where we see customers focusing more on data and technology-driven display advertising. We also see our large customers such as Microsoft and IBM moving from a technology-based marketing focus to a more business-driven strategy where CFOs and CMOs are just as relevant as CIOs.

This means that in our recently developed strategy we have focused on the three main areas where Computerworld Denmark needs to have some of the best-in-class solutions:

- Services focusing on peer-to-peer-marketing.
- The ability to attract C-level executives outside the traditional CIO-focus in our lead-gen business.
- A digital marketing solution that lets us track, mine and engage readers and users across our services in a way that is relevant for our partners.

Q What sorts of mobile initiatives have you/are you planning to undertake?

A Mobile is an integrated part of all our offerings. Some years ago we changed our focus from apps to HTML5. This means that all our online content — from our editorial brands to our events — are served in a mobile-friendly way. From a sales perspective we still find that mobile has some way to go, so we don't have any specific mobile initiatives planned; instead we see mobile as a natural part of our go-to-market plans for display sales as a whole.

Q Are you seeing much demand from clients in the local market for custom content and demand generation solutions?

A We primarily see growth within the event and lead-gen business, as well as a slightly more conservative growth in our IT education business. In 2014, we had some advertorial projects for various clients, but the main revenue in our custom publishing business is creating whitepapers for our existing lead-generation customers.

Q What IDG resources do you currently take advantage of?

A As a licensee we primarily use the IDG News Service and collaborate with the great London-based IDG Global Solutions team, and our event team uses IDG's extensive CIO network when looking for international speakers for our CIO events. We also translate selected in-depth articles from brands such as PC World, CIO and CSO for use both online and in our printed magazine.

Q Do your currently produce any events in the Danish market?

A We do five or six events every month in Denmark where Computerworld's editorial staff serves as host or moderators. Most events are shorter seminars — called Computerworld HowTo — with three to five vendors who get to present technology-based cases for the attendees.

But we also do several large events based on a single topic such as security, mobile and other hot topics and host four to five CIO roundtables a year as well as the annual CIO of the Year con-

continued on page 6

CIO France site introduces gamification as means for users to acquire premium content

Just as a video game involves a course or storyline that a player must complete, collecting bonuses along the way to gain access to new stages, the publishers of CIO in France have introduced gamification to its relaunched site, which debuted Feb. 4. The more a visitor interacts with CIO and its related programs, the more they will receive credits that unlock access to premium content or services.

Visitors to CIO first must register to participate; otherwise they can only read short articles or the opening paragraph of longer ones. Registered users earn points on a sliding scale depending on their connection with the site. For example: 90 credits for creating a profile, 5 credits for the first comment on an article, 50 credits for answering questions for a study, 400 credits for coming to an event sponsored by the CIO editorial team, and 5 credits per day for any visit to the site that includes an interaction.

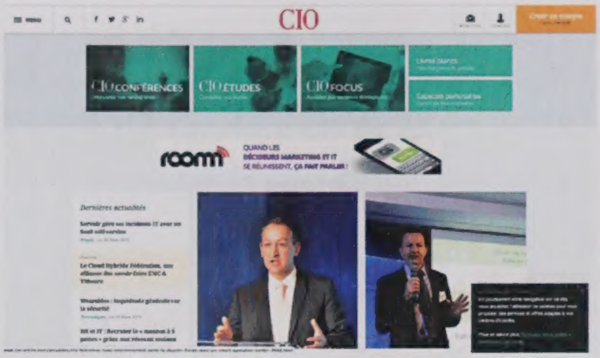
Once they reach a certain credit threshold, they can access premium content for free on an ongoing basis. Premium content includes longer articles and CIO Focus, which are topic-specific collections of articles in PDF format.

IT News Info Editorial Director ***Serge Leblal*** *(left) and CIO Editor-in-Chief* ***Bertrand Lemaire*** *supervised the recent transformation of the CIO site in France.*

Readers can use their credits to access a CIO Focus package (190 credits), longer articles (40 to 90 credits, depending on the length of the article), or a small special item such as a set of cartoons.

If they do not have enough credits and want to quickly see premium content or access a large amount of content, they can pay to buy credits to access that content. If a user hasn't been on the site for a while, credits do not expire. However, a person's profile may be removed if the CIO staff finds that the user has misrepresented himself or otherwise violated the conditions of use.

"Our goal is to meet the advertising market's ongoing need to access an ever-more qualified audience," said IT News Info CEO **Jean Royne**. "We have moved on from a targeted approach to a hyper-targeted approach so that we can show our customers that we are reaching the right people and have more accurate information about their profile, behavior, expectations and their professional concerns. That is why gamification seemed to be an interesting avenue to explore."



More than 760 visitors have created profiles in the first step to being eligible to access premium content.

CIO is the last of IT News Info's sites to convert to a modern and responsive design so that its content can be easily viewed on any mobile device or PC. Le Monde Informatique, Reseaux & Telecoms and Distributique and Digital World Business have rolled out responsive designs over the past two years. Editor-in-chief **Bertrand Lemaire** said gamification is only being used for now at CIO since it is such a niche audience, but depending on its success at CIO the team may consider how to adapt it for its other sites.

Prior to the relaunch, the staff tested the gamification concept on a focus group. "Our goal was to make the new CIO site as intuitive as possible, so that each user can easily understand that the more they are involved in the site, the more credits they earn to access premium content," Lemaire said.

The rules for accessing content are on the website and in CIO's newsletters, and the staff talks about the site at the conclusion of its monthly CIO conferences.

As of March 3, 765 people had created a valid profile. In order to be confirmed as a valid participant, the user has to provide a corporate email address (which the staff can verify via LinkedIn or Google) and click on the link that comes to them in the confirmation email.

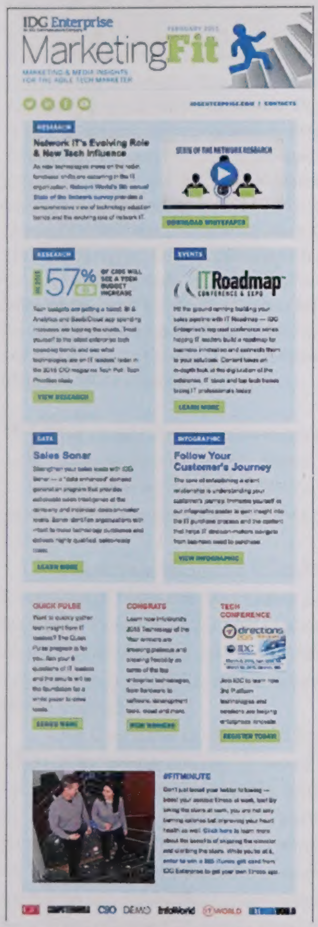
Articles are now drawing many comments, Lemaire said, while there were almost none before. Page views have increased more than 33% compared to last February.

"Our sales team is very motivated to go and present the new CIO to our clients," Lemaire said. "Gamification is very appealing to marketing directors, and CIO now offers a variety of interesting advertising options for advertisers."

Contact Bertrand Lemaire.■

IDG Enterprise's new monthly customer newsletter showcases portfolio of products

To support IDG Enterprise's transition from a brand-specific go-to-market approach to a unified portfolio sales strategy, the marketing team has launched a new monthly marketing newsletter that replaces each brand's quarterly customer communication. The IDG Enterprise MarketingFit newsletter combines news and product information from across all IDG Enterprise brands — CIO, Computerworld, CSO, InfoWorld, ITworld and Network World — along with industry information, and, in a nod to the "fitness" focus, a fitness tip.



IDG Enterprise
MarketingFit

Network IT's Evolving Role & New Tech Influence

57%

IT Roadmap Conference & Expo

Sales Sonar

Follow Your Customer's Journey

QUICK PULSE

CONGRATS

TECH CONFERENCE

#FITMINUTE

A collaborative marketing initiative, each monthly edition of the MarketingFit newsletter combines IDG Enterprise news and product information with industry news and a fitness tip to generate engagement and leads for the sales team to follow up on.

"This new IDG Enterprise newsletter allows us to reinforce the integrated approach our sales team has adopted to our product lineup and showcase IDG Enterprise offerings as a unified portfolio of distinct brands for reaching and engaging a wide breadth of IT, security and LOB decision makers," said **Lynn Holmlund**, senior marketing and PR manager.

"The goal of the newsletter is to keep IDG Enterprise top of mind with tech marketers by providing useful marketing and media insights and to provide our sales teams with leads," continued Holmlund. Designed by Marketing Designer **Stephanie Brockway**, each issue contains eight short teasers that link to the relevant area of the IDG Enterprise site for more information. You can see the February newsletter here.

*The team behind MarketingFit includes (l-r): Marketing & PR Specialist **Greg Rosa**, Marketing Designer **Stephanie Brockway**, Marketing Coordinator **Stacey Raap**, Marketing Manager **Alexis Hines**, Senior Marketing & PR Manager **Lynn Holmlund**, Senior Marketing Specialist **Whitney Cwirka**, Vice President, Marketing **Sue Yanovitch** and Senior Graphic Designer **Joe Mola**.*

The newsletter is sent to the approximately 20,000 contacts in the IDG Enterprise Salesforce database via the Lyris email management tool, which allows the marketing team to generate reports of who clicks on what content and share that information with the sales team. In addition, when people register for content such as a white paper or complete the "contact us" form on IDGEnterprise.com, the marketing team vets those leads and shares viable contacts with the sales team.

To add an element of fun, each month's newsletter includes an office fitness tip, which includes photos (taken by Senior Graphic Designer **Joe Mola**) of IDG Enterprise sales and marketing colleagues demonstrating the tip. Each tip offers customers a chance to win a related prize (so far customers have been able to enter to win a fitness ball and a $25 iTunes gift card).

Holmlund said they have been pleased with the initial response to the newsletter, which has garnered a greater than 10% open rate as well as a surge in the number of recipients forwarding it to colleagues who then request a subscription of their own.

For more information, contact Lynn Holmlund. ■

IDG Compass provides roadmap to navigating IDG, enhancing careers

The most recent Compass class included: ***Mathew Wisniewski****, IDC;* ***Bo Liu****, IDC;* ***Kelly Gannon****, U.S. Media;* ***Natasha Menon****, IDC;* ***Chris Kinnier****, U.S. Media;* ***Suvid Tubtimcharoon****, IDG Strategic Marketing Services;* ***Meghan Kennelly****, CIO Executive Council;* ***Lauren Fiorentino****, CIO Executive Council;* ***Alyssa Zemke****, CIO Executive Council;* ***Julie Anderson****, U.S. Media;* ***Petra Kacer****, IDC;* ***Daniel Marcelino****, IDG Corporate Services Group;* ***Cathy Leonard****, IDC;* ***Amanda Tyler****, U.S. Media;* ***Jennifer Malenfant****, IDG Corporate Services Group;* ***Kristin Bollus****, IDG Connect;* ***Dean Cournoyer****, U.S. Media;* ***Amanda Woolf****, IDG Strategic Marketing Services;* ***Christina Mozeleski****, U.S. Media;* ***Gabby Aldoupolis****, IDG Connect;* ***Killian Arnold****, U.S. Media;* ***Phil Johnson****, U.S. Media;* ***Colin Neagle****, U.S. Media;* ***Mike Rodriguez****, CIO Executive Council;* ***Matthew O'Connell****, IDG Strategic Marketing Services;* ***Jessica Papachriston****, U.S. Media;* ***Victor Santos****, U.S. Media;* ***Lauren MacDonald****, IDG Strategic Marketing Services;* ***Kirsa Larson****, U.S. Media;* ***Andrea Carson****, IDC;* ***Vera Hilbrink****, IDG Netherlands.*

The most recent graduating class of IDG Compass spent two days in Framingham, Mass., last month learning about career management, IDG's competitive landscape, networking, personal motivation and hot topics/cool ideas happening at IDG and IDC.

Those ideas included 15-minute overviews about the IDG Contributor Network and video programming (U.S. Media), Buyer Behavior Practice (IDC) and custom advertising programs and other client solutions (IDG Strategic Marketing Services) presented by — as are the majority of Compass sessions — IDG colleagues involved in those projects.

IDG Compass is designed for employees who have been with IDG for at least a couple of years and are interested in tools and information to better operate and navigate within the company.

As a new aspect of this year's program, the agenda included time to help the participants think about actions they could take back to their business units. At the end of each day, participants were asked to jot down their main takeaways from each of the sessions and how they planned to apply what they learned.

"Attendees were then asked to take a deeper dive into three of their actions and think about how they would measure their success, the timeframe, and what resources would they need to complete the action," said Training and HR Specialist **Carolyn Yanuskiewicz**, who managed the program along with Senior HR Generalist **Jillian Gardner** and Training and Development Coordinator **Jordan Nuerminger**. "To help hold them accountable, we asked that they email us a summary of their three actions the following week. Our plan is to send a reminder to all of the participants in a few weeks to check in on those actions."

Attendees had a chance to break into groups for themed roundtable discussions about various business issues, challenges and opportunities. They also worked in teams on a case study to develop and business proposal for IDG.

"It was a great introduction to the rest of the company, especially for some of my colleagues who don't have a chance to work with a variety of business units like SMS does," said IDG Strategic Marketing Services Marketing Data Analyst **Suvid Tubtimcharoon**. "Overall, it was a great networking experience."

Compass programs for the remainder of FY15 will be held in Boston, San Francisco and a location in Europe.

Write to Carolyn Yanuskiewicz. ■

continued from page 3

One on one

ference. The last couple of years have also seen a growth in smaller, invitation-only roundtables with a single partner, often booked through IDG Global Solutions, which does a great job of handing over the client.

Q What sort of reader revenue initiatives are in place at Jobindex Media?

A We have experimented with several paid events as an alternative to our free but sponsored events, but with so many free events in the marketplace the competition for the attendee's time is fierce. As part of our strategy we will also be experimenting with a paywall/registration wall early next year.

Q What are two or three top priorities for Jobindex Media in the coming 12 months?

A 1. Creating a paid content section (Paid Content Universe) where partners can, for a fee, communicate directly with our readers — either though their own content or through custom content created by Computerworld.
2. Attract C-level readers outside the traditional CIO sphere to meet the demand from existing customers.
3. And create or invest in a comprehensive digital marketing solution that lets us engage and track readers in a way that enhances our lead-gen business.

We are particularly excited about our plans for a Paid Content Universe — a peer-to-peer communication solution or a content marketing tool — as a unique product and one of the first movers in the Danish market that falls between traditional display advertising and lead-generation initiatives such as white papers and events. ■

noteworthypeople

Promotions

Deans

IDG TechNetwork Digital Media Coordinator **Trevor Deans** has been promoted to digital strategist. "Trevor has been with IDG for a year and a half, working in AdOps for the IDG Consumer & SMB properties," said **Anthony Polcino**, IDG TechNetwork director of business operations. "He started as an intern with AdOps and quickly worked his way up the CSMB ladder to digital media coordinator. He was instrumental in the operations of CSMB when it merged with TechNet and has ensured smooth campaign delivery during the transition. Currently, Trevor is an in-house viewability expert, and in his new role he will assist in making sure our viewability rating is high across all our properties. Trevor is an absolute rock star at IDG, and I look forward to seeing what great things he accomplishes here." tdeans@idgcommunications.com

New employees

Hawkins

Deb Hawkins joins **IDG Strategic Marketing Services** as a business intelligence analyst, coming from the marketing studio Cramer where she was a senior marketing analyst for digital marketing clients. She earned a B.A. in political science and economics from the University of New Hampshire/Durham. She has completed an Ironman triathlon, five marathons, a 108-mile bike ride through Death Valley and was ranked No. 1 among women 4.0 tennis players in New England in 2013. deb_hawkins@idgcommunications.com

Dionne

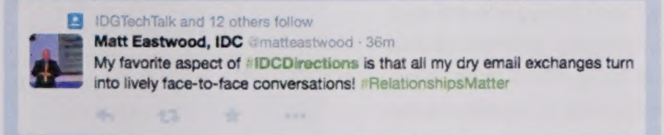
The **CIO Executive Council** has hired **Spencer Dionne** as Pathways program manager. Previously an employee benefits specialist with MEDITECH, he holds a B.A. in psychology from Roger Williams University in Bristol, R.I., and an M.A. in industrial/organizational psychology from Hofstra University in Hempstead, N.Y. An avid musician (drums, guitar, composing) he also enjoys photography, camping and hiking. He is currently working toward becoming a member of the 4,000 Footer Club by hiking the 48 New Hampshire mountains with an elevation of 4,000 feet or higher. sdionne@cio.com

IDG WORLD UPDATE

Costa

Previously a digital sales planner with Comcast SportsNet, **Samantha Costa** joins **IDG Enterprise**'s San Francisco office as an account coordinator. A graduate of Whittier College in Los Angeles, she holds a B.S. in kinesiology. Away from the office, she enjoys following Bay Area sports teams, hiking and spoiling her eight-year-old sister. scosta@idgenterprise.com

Tweet of the Day


IDGTechTalk and 12 others follow

Matt Eastwood, IDC @matteastwood · 36m

My favorite aspect of #IDCDirections is that all my dry email exchanges turn into lively face-to-face conversations! #RelationshipsMatter

Matt Eastwood, Group Vice President and General Manager of IDC's Enterprise Platform Group, is among dozens of analysts at the 50th annual Directions conference in San Jose, Calif. (March 4) and Boston (March 18).

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

35
John Dix *U.S. Media*

24
Heidi Broadley *U.S. Media*

18
Carl Olofson *IDC*

17
Ian Sharp *IDG Australia*

15
Vladimir Kroa *IDC CEMA*
Arne Arnold *IDG Germany*

13
Mikael Ricknas *IDG News Service*

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Alejandro Florean *IDC Latin America*
Albert Sacco *U.S. Media*

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Charles Lee *IDG Strategic Marketing Services*
Michael Tavares *IDG Tech Services*
Amy Catalogna *IDC*

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Leslie Baldi *IDG Accounting*

8
Atsushi Arai *IDC Japan*

7
Jiri Kolarik *IDC CEMA*
Monika Szczurowska *IDG Poland*
Nancy Le *IDG Australia*

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Meghan Parisi *IDG Strategic Marketing Services*

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Marcus Svinhufvud *IDG Sweden*
Jacqueline Hendriks *IDC U.K.*
Dominik Tomaszewski *IDG U.K.*
Melissa Rocco *U.S. Media*
Sarah Nadeau *IDC*

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Antonia Hernandez *IDG Spain*
Boudewijn Muijser *IDG Netherlands*
Jerilyn Hartman *IDC*

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Christofer Björkvall *IDG Sweden*
Feras Ibrahim *IDC MEA & Turkey*
Andre Peschke *IDG Germany*
Guilherme Tejada *IDC Brazil*
Sarah Burrell *IDG Connect*
Jitesh Ubrani *IDC*
Zach Stern *U.S. Media*
Kevin Barrett *IDG Credit*
David Schubmehl *IDC*
Miguel Florean Rodriguez *IDC*

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Daniel Ricardo Silva *IDC Peru*
Christina Donahue *U.S. Media*
Victor Santos *U.S. Media*
Patrick Casey *IDG Connect*
Esther Rubin *IDG Strategic Marketing Services*

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Keiichi Sakamoto *IDC Japan*
Tsanko Gyoshev *IDC CEMA*
Dilaila Sledge *CIO Executive Council*
Peter Rutten *IDC*

Employee Survey begins this week

How satisfied are you with your work environment? Do you have access to adequate training opportunities? What do you think of your business unit's image? Beginning March 11, IDG and IDC employees worldwide will have the opportunity to anonymously share their opinions about those areas and more via the 2015 IDG Employee Survey.

Employees will receive a unique password and link to the online survey on March 11 and until have March 25 to complete it.

An independent company, Research Results, tabulates all responses, providing aggregated summary data about the overall business unit, the results of individual departments and unattributed verbatim responses.

Business unit management teams will share the survey results in departmental meetings, which give employees, managers and business unit leaders a chance to talk about what's working well and what can be improved in 2015.

Click here to read more about the survey. Questions may be directed to your HR manager. ■

unsunghero

Steve Ragan

Senior Staff Writer

CSO

*CSO Editor **Joan Goodchild** named **Steve Ragan** her team's Unsung Hero. "Steve is an incredibly valuable CSO staff member with an awesome work ethic and dedication to delivering his best every day. He is directly responsible for many of CSO's most popular stories, and it is not uncommon for Steve to break major security news weekly. As a former IT security guy, Steve's connections and knowledge of the industry mean he's often ahead of the pack on many major stories."*

Home Indianapolis

Primary job responsibilities Daily and breaking news. My primary focus is hacking-related news and reports, both on a professional and criminal level. If it happens in the security beat, I'm either aware of it, or I've already covered it. It's not an easy job, that's for sure.

Three things I do in a day's work Each day is different depending on what's going on. If I'm not writing, I'm reading reports, research and personal blogs. I also spend part of the day talking to people who make news, including researchers, executives, developers and PR representatives. There are others, but some sources need to remain in the shadows.

What I love most about my job The freedom I have when it comes to story development and ability to learn as I go. When I cover the news or develop a story, I'm not under the same level of pressure some of my peers are at other publications. My boss expects me to produce news and stories that our readers will be interested in. That means I can take my time to work on something; I don't have to rush out three stories an hour so we can claim to have produced coverage. As I work, I have the ability and freedom to learn. This can include learning about new laws, technical advancements or the latest exploits and security vulnerabilities, including how to replicate them and protect networks (or people) from them.

*Senior Staff Writer **Steve Ragan** joined CSO in 2013.*

A hot-button issue that I'm dealing with There is a growing amount of concern about the Obama administration's proposed changes to the Computer Fraud and Abuse Act and the impact it will have on security journalists, researchers and white hats (non-criminal hackers). The proposal's wording would make some of what journalists do during the process of covering a developing hacking/cybercrime story illegal. This is a serious problem, one that needs attention and support.

Latest accomplishment Breaking news during the recent Sony Entertainment hack with such a level of accuracy and insight that the FBI took notice and thought it best to have a chat with me.

Career highlight Growing the Salted Hash blog month over month since I took it over and developing a larger pool of sources and regular readers.

Interests outside the office Gaming. I love playing Xbox with my kids. Reading is also a big hobby, especially fiction. It's a good break from the norm.

What others can't tell just by looking at me That there's more to me than just the story of a hacker turned journalist.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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Carolyn Yanuskiewicz *IDG*

IDGWorld Update

EMPLOYEE NEWS AND INFORMATION

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ARN takes creative approach to help sponsor connect with partners

For a recent roundtable event on cloud evolution, IDG Australia took to the air by flying participants to a restaurant via seaplane.

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Annual IDG Employee Survey starts March 11
Michael Friedenberg hosts new employee luncheons
One on one: IDG Germany's TechMedia Publisher
Jonas Triebel on digital content, e-commerce
CIO U.K. short-listed for British Media Award

Introducing IDG Communications Chief Marketing Officer Josh London

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Celebrating 20: IDG Sweden's Maria Lindstrom takes a trip to Alaska and the Pacific Northwest.

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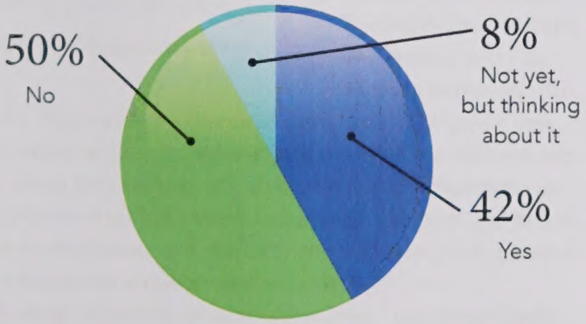
Question of the week results

Do you use an ad blocker?



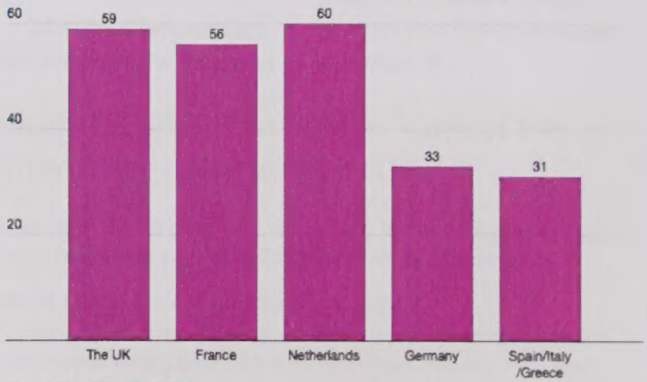
Log on to www.idgcentral.com to vote on this week's question:

Was the dress white and gold or blue and black?

CLICK HERE

Check out IDG's daily press summary

Programmatic penetration in Europe (2017 forecast)



Source: MagnaGlobal Get the data

Each weekday IDG's Corporate Communications staff rounds up the most relevant news stories related to IDG's business, such as this Digiday article that examines programmatic adoption in major European markets. Employees can receive the press summary via email or read it on IDG Central. Contact Susanna Hinds to be added to the email distribution list or click here to view on IDG Central.

Lunch and learn: Friedenberg hosts new employees at series of luncheons

*Joining **Michael Friedenberg** (second from left) at an informal luncheon in the San Francisco office last month were (l-r): **Tobias Meyer-Grunow**, web developer, IDG World Expo; Michael Friedenberg; **Melissa Aparicio**, video journalist, IDG News Service; **Vana Kouyoumji**, program coordinator, IDG Global Solutions; and **Matt Weinberger**, reporter, IDG Enterprise.*

IDG WORLD UPDATE

As IDG Communications continues to navigate the transition from traditional publisher to modern IT media, data and services company, CEO **Michael Friedenberg** has committed to a number of internal communications initiatives designed to share vision and strategy, update employees on progress against goals and encourage two-way communication channels between employees and business leaders.

One such initiative is an ongoing series of new employee lunches. Since the beginning of January, small groups of employees — each with less than a year of tenure — in the New York, Framingham and San Francisco offices have been invited to join Friedenberg for an informal conversation over lunch.

> "[The experience] gave me added confidence in the decision I made to become part of IDG."
>
> *David Ryan, CIO Executive Council*

"These lunches are designed as a two-way communication opportunity," explained **Laurie Butson**, VP, IDG Global Training & Development, who worked with Friedenberg to develop the program. "It gives Mike a chance to spend time talking with new hires to welcome them, to share an update about the business and to hear about their experiences, perceptions and perspectives so far. In turn, new hires get a pretty unique opportunity to spend time, early on in their tenure, with the CEO and a chance to ask questions about the business and where we're headed."

"It was an incredibly valuable experience," confirmed **David Ryan**, VP, digital technologies, CIO Executive Council. "As one of the most senior leaders of the IDG family of companies, to hear directly from Michael about where he currently sees IDG, the challenges ahead, how we are going to address them and then the future direction was very insightful. It gave me added confidence in the decision I made to become part of IDG." ■

Annual employee survey will run from March 11 to March 25

How satisfied are you with your work environment? Do you have access to adequate training opportunities? What do you think of your business unit's image? In just a few weeks, IDG and IDC employees around the world will have the opportunity to anonymously share their opinions about those areas and more via the 2015 IDG Employee Survey.

The survey is one of the largest organization-wide activities run at IDG. Employees will receive a unique password and link to the online survey on March 11 and have until March 25 to complete it.

An independent company, Research Results, tabulates all responses, providing aggregated summary data about the overall business unit, the results of individual departments and unattributed verbatim responses.

After the survey results have been compiled, business unit management teams will share the results in departmental meetings. These meetings give employees, managers and business unit leaders the opportunity to talk about what's working well and what can be improved in 2015. From there, actions plans will be created to address priorities in the year ahead.

Keep an eye out for the survey, which will be coming to your inbox on March 11. IDG's founder, the late **Pat McGovern**, launched the annual IDG Employee Opinion Survey 29 years ago as a way of tapping into employee satisfaction throughout the company. The survey routinely enjoys outstanding participation, and the results are used to drive improvements in everything from employee benefits to business unit operations.

Click here to read more details about the survey. If you have any questions, please contact your human resources manager. ■

Bloomberg's Justin Smith: "One of the interesting companies is IDG"

In an interview with Digiday, Bloomberg Media Group CEO Justin Smith had this to say about IDG. Read the full interview.

Which publishers are getting things right?

"In many ways, the B2B media industry was the canary in the coal mine. It was a long time ago that they began hearing from their advertisers that their broad messages were not measurable, were not delivering customers. The tolerance for advertising without immediate ROI — name generation, lead generation — has been much lower than for traditional publishers. So you've seen a much more rapid shift to models that are much more data-driven. At scale, one of the interesting companies is IDG."

OneonOne

Jonas Triebel

IDG Germany

The publisher of IDG Tech Media GmbH is this week's columnist. Reach him at jtriebel@idgtech.de.

> "In FY14 our third-party revenue reached the milestone of $1,200,000. We team up with approximately 40 companies, and we work with them on mainly five different third-party activities: sponsored search, programmatic, affiliate partnerships, affiliate display and content syndication."

Q Can you talk a bit about the place of reader revenue in your overall strategy?

A Let me point out first that earning money from your readers is the highest confirmation of quality for your products. If consumers are paying for editorial media continuously you have something very valuable in your portfolio. A subscription-based business model is truly my favorite as it brings you steady revenue every month.

Q Do you currently have a premium content area on any of your publication websites?

A Yes, both PC Welt and Macwelt have premium areas on their sites and readers must pay in order to access them. In FY14 we generated US$200,000 with those premium areas that feature things like a digital archive of publications and a morning magazine where one of our editors collects the most relevant content from the web for subscribers as a paid service.

Q What about digital subscriptions?

A We also have new apps that bring digital subscriptions to our readers. We are not offering plain PDFs any more but beautiful enriched versions of our publications that include videos, web links and additional pictures. Readers love it, and we have already brought in $300,000 per year with digital subscriptions. Our strategy for the future will be to bring together the premium area from our websites with the paid content within the apps. This will be called PC Welt Plus and Macwelt Plus and will give our paid subscribers an unbeatable experience to enjoy our content anytime and anywhere with any device they like. We are aiming to have both products ready by the end of FY15. Pricing is still being decided but will be at least 100 Euros (US$113) for the yearly all-access digital subscription.

Q Your print publications were always accompanied by a DVD containing free software. Do digital readers miss this content?

A One thing we have learned while converting our paid subscriptions from print to digital is that readers expect the same amount of content in the digital version. Each print edition of PC Welt comes with two DVDs loaded with software. Now when you buy a digital edition on your tablet you also get a link to download the full range of software that is on both DVDs. We have gotten great user feedback, and we are the first publisher in Germany to offer this digital service. Amazing revenue starts with amazing products and services for your readers.

Q How is Technuggets doing?

A Technuggets is our new social media brand. It exists only on Facebook and features a curation of sharable technology content not coming from IDG brands. We offer our young users the best technology nuggets from the web without producing content on our own. As of today we have more than 27,000 fans on Facebook, and we see strong growth within our reach.

Q What have you learned since its launch?

A The majority of our users are between 18 and 24 years old and live in one of the big cities in Germany. Once you have a brand on Facebook you can see all those wonderful demographic details about your fans directly in your account, and this is truly great for selling this very attractive audience to our clients. Our content goal, clearly, is to create as many likes, shares and comments on our posts as possible. We have learned that for now any video related to drones is shared by our fans immediately. Very important for any piece of content you post within social media is the very first minute after posting it. Once you manage to get a lot of user interaction in this timeframe Facebook automatically shows it to many more of your fans, and in this way you can grow your fan base quickly.

Q Can you talk a bit about your third-party revenue/e-commerce efforts?

A Third-party revenue nowadays is one of the most important revenue streams for consumer websites. In the past we told our users what to buy, and now we also recommend where to buy it for the best value. This symbiosis is great for IDG, and you can earn a lot of money with partners like Amazon, eBay, Outbrain, Powerlinks and Digital River just to name a view of them.

In FY14 our third-party revenue reached the milestone of US$1,200,000. We team up with approximately 40 companies, and we work with them on mainly five different third-party activities: sponsored search, programmatic, affiliate partnerships, affiliate display and content syndication. Our third-party revenue mix today looks like this: sponsored search: 33%, programmatic: 27%, affiliate partnerships 23%, affiliate display: 11%, content syndication: 6%.

Q How important is video in your market?

continued on page 7

ARN takes creative approach to help sponsor bring together partners for insightful conversation

ARN Associate Editor ***Jennifer O'Brien*** *and Editor* ***Allan Swann*** *(front row, third and fourth from left) join the ARN Roundtable attendees at Whale Beach on Sydney's North Shore.*

PHOTOS BY IAN SHARP

For its roundtable on "Cloud Evolution and the Ongoing Journey," IDG Australia's ARN went above the clouds, flying the participants to a beach restaurant on Sydney's North Shore by seaplane.

"An invitation-only event exclusive to influential VIPs in the industry, the ARN Roundtable is highly regarded and sought after," said **Cherry Yumul**, ARN account director, Channel and Consumer. "It is a privilege for anyone who receives an invitation to this high-level conversation with the who's who of the industry. Participants benefit from sharing their perspectives, gaining insights from industry thought leaders and analysts and networking with important peers, either to nurture an existing relationship or establish a new one."

Held in late November 2014, the free, half-day roundtable was attended by 13 participants, ARN Associate Editor **Jennifer O'Brien** served as moderator and ARN Editor **Allan Swann** covered the event for ARN. Attendees were hand-picked by the event's sponsor — cloud service provider Rhipe — and ARN.

ARN holds 12 to 20 roundtables a year, Yumul said, some of which are exclusively sponsored by one client while others have several sponsors.

"Sponsors nominate the business partners they want to be personally invited by ARN's editor. ARN provides a full-service package including venue selection and booking, handling logistics, attendee acquisition, on-site event management and post-event reporting," Yumul said. "Clients count on ARN's expertise to develop compelling event themes and on-target content that resonate with their targeted audience. This service is perfect for clients that do not have the resources to do all the work in pulling together a successful event.

ARN flew roundtable paricipants to a restaurant on Sydney's North Shore.

"Most important," she continued, "is the independence an ARN editorial moderator gives the event integrity and authority. Partnering with ARN gives the client's thought leadership, market position and key message an extensive exposure that's achieved by the event coverage that's featured in both ARN magazine and on its website, which we always provide for our own branded roundtables. ARN readership looks to the roundtable writeups for guidance and direction to understand the technology landscape and to seek information on market trends and market changes

> "Partnering with ARN gives the client's thought leadership, market position and key message an extensive exposure that's achieved by the event coverage that's featured in both ARN magazine and on its website, which we always provide for our own branded roundtables."
>
> *Cherry Yumul*

continued on page 7

Josh London joins IDG Communications in newly created CMO role

Josh London has joined IDG in the newly created position of chief marketing officer for IDG Communications. London will lead a global company-wide amplification of the IDG Communications brand, enhancing the company's reputation as a global tech media, data and services company.

"I am very excited to welcome Josh to the team," said IDG Communications Worldwide CEO **Michael Friedenberg**. "Josh is an exceptional marketing executive with a stellar background in turning ideas into marketable products and services with customer appeal. Our goal is for the market to see the value of IDG Communications in addition to the value that they already place on our individual brands. It is paramount that we communicate that IDG is the leading technology media, data and service company in the world, in alignment with our customers' marketing initiatives."

Josh London

London brings more than 20 years of marketing and operating experience to his new position at IDG Communications. Most recently he was founder and managing partner of Salt Island Ventures, a marketing and management consultancy serving digital, media and entertainment clients. Previously he served as vice president of marketing and then chief operating officer at SX2 Media Labs, where he transformed Computer Shopper from a print magazine to a 100% digital property, leading to its acquisition by Ziff Davis and Great Hill Partners. Prior to that, he was an associate vice president of marketing at CNET Networks and director of marketing and content for ThomasNet, a division of Thomas Publishing Company.

"IDG has an amazing portfolio of products and brands that connect with more technology buyers and marketers than anyone else," said London. "Having competed against IDG at four separate companies, I have always had immense respect for the company. Its capabilities are second-to-none, and this is an amazing chance to tell the story of an iconic company at such an important point in its transformation."

London said his first priority is to understand all of the things that make IDG unique, including its brands, products, people and content. "I also want to get a sense of how our customers, readers and the market see us and will be speaking with marketing executives, readers and the press to understand how their impressions match with our own. This is an essential step for framing and telling IDG story internally and externally — to move from the "best kept secret" and create a modern and consistent narrative that raises IDG's visibility."

To that end, London spent his first week speaking with Framingham and Boston employees in marketing, editorial, sales, technology, research, operations, communications, finance and HR. Said London, "I was struck by my new colleagues' passion and their obvious love for the company. Not to mention the snow." He will attend the International Managers Meeting next month in Edinburgh.

London, who reports directly to Friedenberg, will be based in IDG's New York office. Reporting to him will be IDG Corporate Public Relations and Corporate Marketing, including **Susanna Hinds**, director of corporate communications, global headquarters; and **Teresina Francis**, director of marketing, and their teams.

London said one of his goals is to collaborate with all business units to build on the marketing excellence found throughout IDG. "Sharing best practices and creating a marketing workflow that benefits everyone will allow us to build upon the deep domain expertise at IDG," he said.

London holds a B.A. in English literature from Boston University. He is a member of the Entrepreneur Board for Venture for America.

London may be reached at jlondon@idgcommunications.com. ■

Quick Q&A

Best business book you've read in the past year?
I really enjoyed The Hard Thing about Hard Things by Ben Horowitz. Ben is a wonderful storyteller with an incredibly honest assessment of his own experience as an operator and venture capitalist.

Key characteristics of a successful leader?
The ability to clearly communicate a vision and encourage others to contribute through their unique talents. Self-awareness, honesty, passion, empathy and curiosity.

Who's given you a much-valued piece of advice? Can you share it?
My father taught me the impact of attitude and importance of persistence, citing Calvin Coolidge.

Farthest you've ever traveled from home (and why)?
I've had the privilege of living, studying, working and traveling around the world, but the farthest trip from home was to New Zealand, where I spent my honeymoon.

Best business decision you've made?
Besides joining IDG, my best decision has been to follow my passion and take inspiration from wherever across industries and verticals..

One thing your colleagues would be surprised to learn about you?
Here's two things: I've been a rap music fan since I was 11 and I once had shoulder-length hair.

noteworthypeople

New employees

Galyan

Laura Galyan joins **IDG Enterprise** as an account coordinator. She was previously a human resources coordinator with Advantage Technical Resourcing at EMC and holds a B.A. in theater from Butler University in Indianapolis. In her free time she enjoys movies, reading, crafting and being outdoors – "just not in the snow." lgalyan@idgenterprise.com

Howard

IDG World Expo has hired **Leslie Howard** as general manager. Previously director of conventions with the Society of Independent Gasoline Marketers of America, she earned a degree in communications from Virginia Tech University in Blacksburg, Va. A "full-time working mom with two boys; every day is an accomplishment!" she enjoys trying out new restaurants with her husband, baking and reading. lhoward@idgworldexpo.com

Santagate

PETER SHORT

IDC Framingham's Manufacturing Insights group has hired **John Santagate** as research manager, Supply Chain. He was previously domain consultant for Tata Consultancy Services Supply Chain Center of Excellence. He earned a B.A. in finance and management from the University of Massachusetts and an MBA with a concentration in supply chain management from Rutgers University in New Brunswick, N.J. In his free time he enjoys exercise, golf, cooking and reading action novels. jsantagate@idc.com

Snyder

New at **IDG TechNetwork** in New York City is Digital Sales Manager **Taylor Snyder**. Previously a sales associate with Accordant Media, he holds a B.A. in social sciences from the University of Arizona and enjoys camping, hiking, soccer and "generally being outside." taylor_snyder@idgtechnet.com

Bittner

Previously a senior account executive with Lighthouse Management Group, **Greg Bittner** joins **IDC California** as a senior account executive, Enterprise Accounts. He holds a B.A. in history from the University of Southern California and an MBA from St. Mary's College of California in Moraga. A single father of two, he finds time for exercise, deep-sea fishing and hunting. gbittner@idc.com

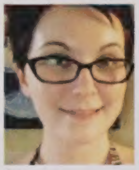
Bähr

Benjamin Bähr joins **IDG Germany** as a YouTube network manager, coming from Mediakraft Networks GmbH where he was an artist relations manager. He earned an engineering degree from the BHT Berlin University of Applied Science and enjoys photography and bowling. bbaehr@idg.de

McLean

New at **IDG Enterprise**'s San Francisco office is Account Director **Gerald McLean**; he was previously director of sales, West with the content amplification startup inPowered. He earned a B.A. in mass communication and journalism from California State University/Fullerton and is involved in youth soccer and the performing arts. gmclean@idgenterprise.com

Returning employees


Roman

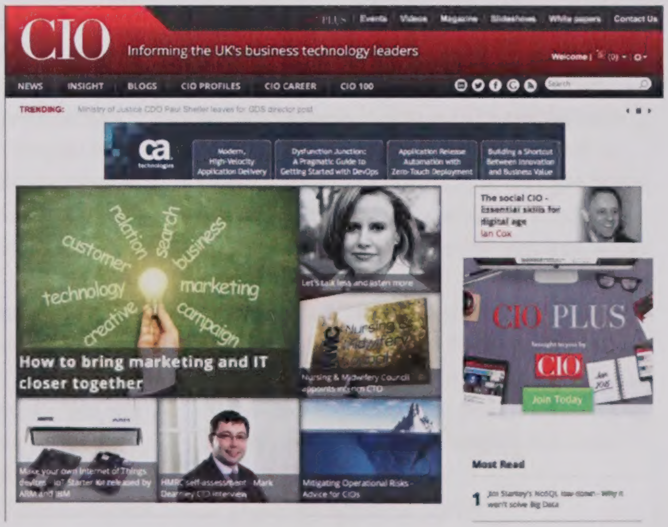
IDC Framingham has hired **Megan Roman** as an analyst account manager. Previously a sales operations coordinator with IDG Enterprise, she was most recently a sales operations analyst with Sonus Networks. She earned a B.A. in English from Assumption College in Worcester, Mass., and enjoys reading, writing and spending time with her family; "we enjoy exploring and hiking in the Southwest." mroman@idc.com

CIO U.K. is among the nominees for 2015 British Media Awards

IDG U.K.'s CIO brand has been shortlisted for Media Brand of the Year in the 2015 British Media Awards, one of the most prestigious media awards in the U.K. The winners in 18 categories will be announced at a ceremony in London on May 6.

"It is an honor for CIO U.K. to be considered alongside titles such as the Financial Times, Health Service Journal and Radio Times," said IDG U.K. Enterprise Editor-in-chief **Mark Chillingworth**.

"This is a testament to the dedication of the CIO U.K. editorial team and its extended team of contributors — many of them working CIOs — to set the agenda for this vital community of technology leaders," he noted. "The brand has been on an incredible journey that has seen it become the leading community and information resource for U.K. CIOs and a major commercial product. It's gratifying that the judges see us as one of the best success stories in the U.K. media industry today."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ca technologies
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Dysfunction Junction: A Pragmatic Guide to Getting Started with DevOps
Application Release Automation with Zero-Touch Deployment
Building a Shortcut Between Innovation and Business Value
How to bring marketing and IT closer together
Let's talk less and listen more
Nursing & Midwifery Council appoints interim CTO
The social CIO - Essential skills for digital age
Ian Cox
CIO PLUS
CIO
Join Today
Make your own Internet of Things devices - IoT Starter kit released by ARM and IBM
HMRC self-assessment - Mark Dearnley CIO interview
Mitigating Operational Risks - Advice for CIOs
Most Read
1 Jon Stanley's NoSQL low-down - Why it won't solve Big Data

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One on One

A Video advertising is truly the hottest topic in our market at present. There is a lack of inventory for advertising customers and agencies so we are working on different projects to dramatically increase the number of videos we can produce per week. For example, we are working with an amazing company called Wochit that enables us to create ready-to-go editorial videos within a couple of minutes. We have tested Wochit for a few weeks now and have used it to create a couple of videos. After a short training Wochit provides an easy-to-use interface to create short-form videos. Our team invested less than 45 minutes in production time for videos that are up to two minutes long. How cool is that!

The web-based platform can be used from anywhere without local installation. In addition, the platform provides licensed images and videos from agencies, which allows you to create great videos without the need to own the material. You only pay a share of your video revenue to Wochit, and so you have no risk and no fixed costs for production. We distribute our videos on various platforms and make them available for other websites via syndication partners.

We also started working with a company called Teads, which provides technology that allows publishers to embed video ads within articles that automatically play when they become visible on the user's screen without the need for the publisher to own video content. So the market has lots of exciting new players, and we aim to be on the forefront of consumer electronics videos as this is where the advertising money is going. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Martin Fältström *IDG Sweden*

20
Antonette Cutone *IDG Corporate Support Center*

19
Eric Knorr *U.S. Media*

17
Melanie Posey *IDC*
Wayne Hetherington *IDC*
Kryzsztof Ceglinski *IDG Poland*

16
David Tapper *IDC*

15
Timothy Grieser *IDC*
Hansjörg Honegger *IDG Switzerland*

14
William Stofega *IDC*
Bushra Khalid *IDG Technology Services Group*
Zachary Sullivan *U.S. Media*
Koen Zijm *IDG Netherlands*

11
Coby Smith *IDC*
Sheri Cottreau *IDG Legal*

10
Paola Soriano *IDC Peru*

9
Mark Nederpelt *IDG Netherlands*

8
Melissa Henderson *IDC*
Eileen Smith *IDC*
Kelly Matthews *IDC*
Stephen Conway *IDC*
Bob Johnson *IDG Connect*
Carrie MacGillivray *IDC*
Andrew Harrison *IDG U.K.*
Roberta Bigliani *IDC Italy*

7
Madeline Kruzel *U.S. Media*
Andrew Bell-Wright *IDC U.K.*
Daniela Sladkova *IDC CEMA*

6
Varun Dua *IDC MEA*

5
Yong Park *IDG Korea*
Veronica Martell *IDC Mexico*
Magdalena Goralczyk *IDG Poland*
Marcin Kitlas *IDG Poland*

4
Janet Pitt *U.S. Media*
Jenny Park *IDG Korea*
Louise Pearson *IDG Global Solutions*
Marcin Renduda *IDG Poland*
Ramazan Yavuz *IDC Turkey*
Aki Nakamura *IDC Japan*
Thasanthan Srikanthalingam *IT World Canada*

3
Adam Shorr *CIO Executive Council*
Stephanie Moran *IDG Strategic Marketing Services*
Jennifer Malenfant *IDG Technology Services Group*
Whitney Cwirka *U.S. Media*
Jon Gold *U.S. Media*
Vyacheslav Gromov *IDG Germany*
Dawn Briddon *IDG U.K.*

2
Lauren Fiorentino *CIO Executive Council*
Killian Arnold *U.S. Media*
Rebecca Linke *U.S. Media*
Akram Al-Zarif *IDG Connect*

1
Marcia Loewenstein *IDC*
Christopher Pike *IDC*
Daniel Masaoka *U.S. Media*
Ed Daugavietis *IDC*
Moonseok Choi *IDG Korea*
Nayeli Alvarez *IDC Mexico*
Marta Fiorentini *IDC U.K.*
John Simcox *IDC U.K.*
Pearl Zondi *IDC South Africa*

All business units are invited to send anniversary information to world_update@idg.com.

continued from page 4

ARN roundtable

from the roundtable attendees."

According to Yumul, ARN's roundtables are closed-door discussions held in private dining rooms. "There is no audience watching the open dialogue between reseller partners, vendors and distributors," she said.

Although there are no presentations or speeches, the conversation was shaped by Rhipe and ARN with a view to discussing the evolving nature of the cloud market, where opportunities lie and how cloud service providers are working with their partners.

"The ARN roundtable fosters debates and discussion on emerging trends, best and worst practices, current industry challenges and collaboration on delivering opportunities and cost-effective solutions to the marketplace," Yumul said, adding that other roundtables have focused on storage, security, software-defined networking, big data, managed print services and next-generation firewalls.

"It was important for Rhipe to host their vendors and reseller partners at an extra-special, end-of-year celebration of a successful partnership," Yumul said, "recognizing those who have been loyal to the company from when it was founded in 2003 as NewLease and cloud adoption was in its infancy and those who have just come on board as new but equally valuable business partners. Achieving all these via the ARN Roundtable format — where it could position itself as thought leader and forward thinker as well as demonstrate its cloud expertise and market investment — was a real highlight for Rhipe."

The roundtable lasted 2 ½ hours, with an additional half hour each for the welcome and networking receptions. The seaplane ride was 20 minutes each way. "We thought that flying through the clouds was fitting for the topic," Yumul said.

Contact Cherry Yumul. ■

celebrating20

Maria Lindstrom

IDG Sweden

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. Maria Lindstrom from IDG Sweden traveled to the Pacific Northwest ~~earlier this year.~~

Joined IDG Sweden
Oct. 29, 1992

Career path

I worked for 21 years at IDG Sweden's Computerworld title, Computer Sweden, holding various production and editing roles. Since April 2014 I have been managing editor at IDG's Miljöaktuellt, Scandinavia's biggest environment and business magazine for people making critical decisions for the transition to a sustainable society.

Why I chose this trip

Alaska has been my dream trip for as long as I can remember, and finally my dream came true. For 15 days in September 2014 I was part of an organized adventure travel group of about 20 people and visited Seattle, Vancouver and Whistler in British Columbia; and Ketchikan, Juneau, Skagway, Seward and Anchorage in Alaska. I just have to say thank you to IDG for making this possible!

I went on a daylong excursion watching bald eagles (and observing totem poles, like these in the background) outside Ketchikan, Alaska.

These photos show just a few of the highlights from my trip. One highlight you can't see: just breathing the fresh air and enjoying the silence.

In Canada the highlight was the Peak 2 Peak gondola between Whistler and Blackcomb mountains. It is the longest unsupported span in the world (2.73 miles) and 1,427 feet above the valley.

I visited Alaska Sealife Center and Alaska Wildlife Conservation Center and learned about their great work and saw lots of animals, including this grizzly bear.

Whale watching in Juneau, Alaska. This orca came right at me and then dived under the boat.

There were stunning views on the train ride through the Kenai National Park.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Dawn Briddon *IDG U.K.*
Laurie Butson *IDG Global Training and Development*
Maria Lindstrom *IDG Sweden*
Josh London *IDG Communications*
Jonas Triebel *IDG Germany*
Cherry Yumul *IDG Australia*
Carolyn Yanuskiewicz *IDG*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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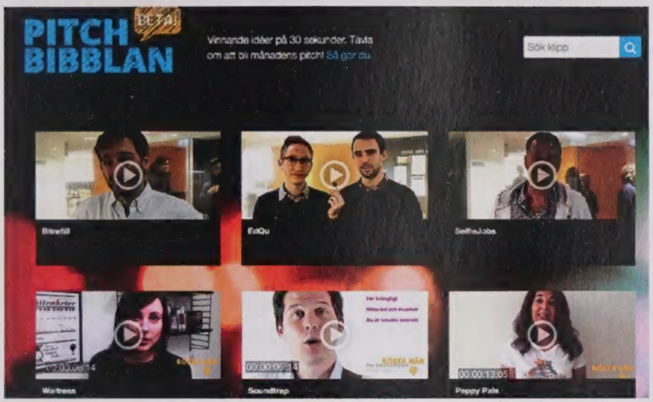
ONE ON ONE - *page 3* | NEWS - *page 4* | ANNIVERSARIES - *page 6* | UNSUNG HERO - *page 7*

Video service lets start-ups gain exposure with IDG Sweden readers



Vinnande idéer på 30 sekunder. Tävla om att bli månadens pitch! Så gör du

Now in beta mode, Pitch Library invites new tech start-ups to submit 30-second videos pitching their product as if to potential investors.

SEE MORE ON PAGE 4

Also inside

IDG Germany's advent calendar boosts reach, revenue

One on one: IDG Connect's John O'Malley

IDG Germany's Allyance Network partner reaches 1 billion video views

Snowbound Bostonians get taste of summer

IDG Communications Worldwide CEO Michael Friedenberg visits IDG Sweden.

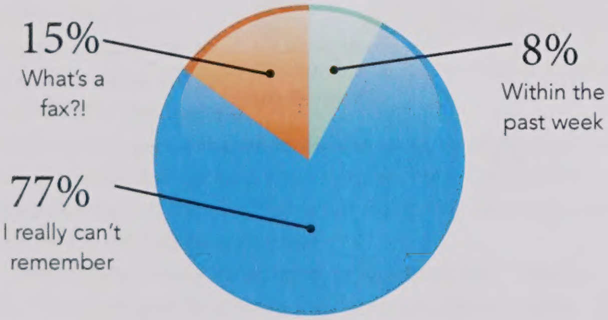
SEE MORE ON PAGE 6

Unsung hero: IDG Netherlands Finance & administration Manager Jos Schong is this week's nominee.

SEE MORE ON PAGE 7

Question of the week results

When was the last time you sent or received a fax?



Log on to www.idgcentral.com to vote on this week's question:

Do you use an ad blocker?

CLICK HERE

See daily IT news summary on IDG Central

The daily news summary produced by IDG Corporate Communications provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry.

You can view the News Summary on IDG Central's In the News section or request to be added to the email distribution list by contacting Susanna Hinds.

Recent news items include:

Ev Williams: There's Nothing Weird About Medium Being Part Platform, Part Publisher (RE/CODE)

Viewability: The Advertising Trend Of 2015 (MediaPost)

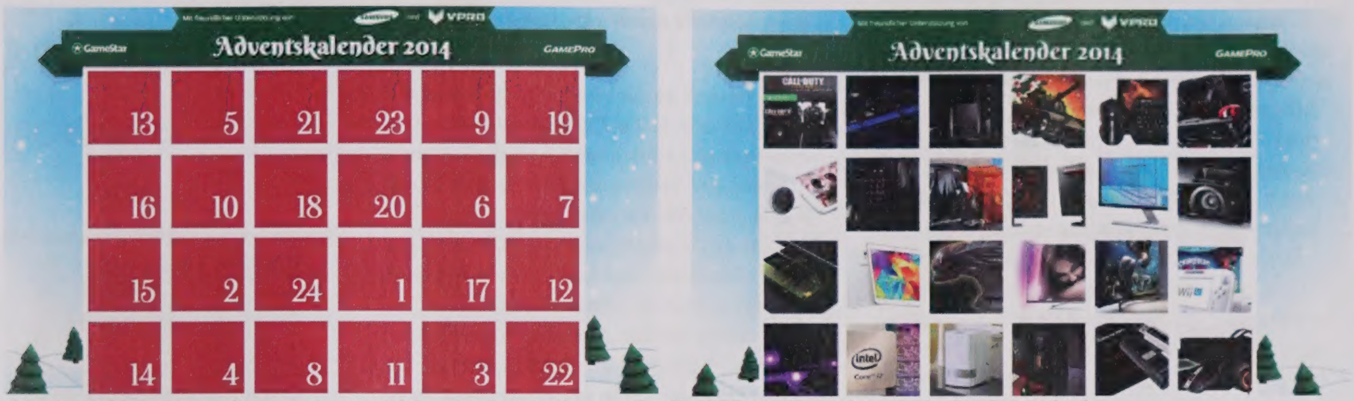
Publishers arm for war with ad blockers (Digiday)

Secret Media Makes Ad Blockers Useless To Display Those Sweet, Sweet Pre-Roll Video Ads (TechCrunch)

Why the UK is transitioning to digital ads faster than Europe (The Media Briefing)

The mobile market in 2015 will focus on these 4 trends (Venturebeat)

Annual online advent calendar boosts revenue, reach for IDG Germany



GamePro and GameStar readers can enter up to 24 times to win tech prizes contained in IDG Entertainment's aannual online dvent calendar.

An annual holiday gift to readers since 2009, IDG Entertainment's GamePro and GameStar online advent calendar is the gift that keeps on giving — for readers, sponsors and IDG Germany.

The 2014 advent calendar performed "better than ever," said **Daniel Visarius**, IDG Entertainment director of business development, generating 4,500€ (US$5,150). The number of unique participants was up 36% from 2013 to 112,000 users, generating 3.2 million page impressions, a growth of 73% from the 1.8 million impressions in 2013. Visarius estimated that "around 30,000" of the participants were new to GamePro and GameStar.

*L-R: **Daniel Visarius**, director business development; **Marcus Biel**, website developer; **Jakob Scheikl**, senior communication designer; and **Maximilian Kwapil,** website developer; are the people behind the advent calendar project.*

The concept is similar to a printed advent calendar, a card on which 24 windows are opened, one each day from Dec. 1 until Christmas Day, to display a Bible verse, image or a small gift. The online calendar gives users a chance to win the prize, usually something gaming-related, behind each day's window. Each day's prize is listed below the calendar and so is not a surprise, allowing users to vie for the items they want most.

"No one has to create an account to participate," Visarius said. "They just have to provide their personal data — name, e-mail address and postal address — and click on 'Participate.'" He said that while participants can only enter once per day there is no limit to the number of prizes they can try to win. Winners are chosen by lottery from that day's entrants.

Among the 24 prizes are collector's editions of games and media, gaming consoles and PCs, tablets and home cinema hardware, all of which are donated by IDG Entertainment customers. Visarius said there is "a fair mixture" of vendors that return each year. "It's also pretty easy to acquire new partners because of our reach, our brand and the sheer number of possible partners," he said.

For a fee, vendors can add additional features to their advent calendar day. The Silver package features a picture gallery instead of just a single picture and description of the prize and integration of a single external link and social media likes (see Dec. 17 at the above link). The Gold package adds the vendor's social media feed and IDG Entertainment's price-comparison program or a dedicated shopping partner (Dec. 24), allowing the partner to use a retail or e-tail partner to generate direct sales. The Platinum package includes all of the Gold features plus the branding on the advent calendar's homepage as well as on the advent calendar's teaser on GameStar.de's homepage while the calendar is running (the 2014 sponsors were Samsung and VPro).

"However, most of the revenue we gain is not accounted for in real money," Visarius said. "It's accounted for in reach, community engagement and user data."

The 2014 calendar was designed by Senior Communication Designer **Jakob Scheikl** and coded by Website Developers **Marcus Biel** and **Maximilian Kwapil**.

For more information contact Daniel Visarius. ■

OneonOne

John O'Malley

IDG Connect

The CEO of IDG Connect, IDG Direct and IDG List Services is this week's columnist. Reach him at john_omalley@idg-connect.com.

> "The operations teams at local and central offices have been amazing. I can see this clearly in stating that collectively, in this new grouping, we delivered $15.4 million of revenue in just the first 100 days, representing leads across 37 countries."

Q Can you provide a brief overview of how the demand generation function now works at IDG and why these changes were implemented?

A Quite simply, we centralized delivery of demand generation in the U.S. and centralized the overall demand generation business within the 10 international owned and operated IDG business units. Sales are still local, and all business units still retain the ability to sell lead generation within their local markets (in fact, we encourage this). However, delivery is optimized based on available data, volume demanded and the sophistication of the program. We changed to compete in a world where borders have fallen, barriers to entry are low and new entrants run globally soon after launch. We moved to deliver a branded IDG lead with consistency in offering regardless of location.

Q Can you talk a bit about progress during the first 100 days of this new arrangement?

A Change itself can be very tough. The change was not in operations; it was in systems, lead flow, forecasting sales demand, planning delivery and culture. The operations teams at local and central offices have been amazing. I can see this clearly in stating that collectively, in this new grouping, we delivered $15.4 million of revenue in just the first 100 days, representing leads across 37 countries.

We went quickly from the command to implement **Michael Friedenberg**'s call to action to the need to deliver with little or no runway ahead of us. The challenges we faced were behind the scenes in finance, reporting, data movement and changing the concept of ownership at the business unit level. So not surprisingly the challenge was, in a word, communication. We are in this together, and thanks to the collective efforts of the business units, IDG Global Solutions, Connect and IDG Direct, this result marked a great start to 2015.

Q Where are you seeing some of the best progress?

A IDG Australia has adapted exceptionally well. This does not surprise me with **Davy Adams**, [managing director], and **Marcus Wilkinson**, [president Computerworld, Techworld and TechNetwork], as the lead, but 100 days in and revenue was 49% over the expected plan. Certainly experience working with Connect in the U.K. [Wilkinson was previously IDG U.K. Enterprise Business Division publishing director before transferring to IDG Australia in April 2014] was of great benefit, but I was impressed to see confidence in innovation for areas such as Sonar and in looking for enhanced services from IDG Direct to help IDG Australia grow further. Year-on-year the best performance is in Sweden with **Dario Nazemson** [head of lead service]. It has also been great to see how the U.S. Enterprise operations have integrated with the Connect operations team in sharing and delivery of campaigns. There are numerous unsung heroes across all the business, with lead volume up by 122% within the first 100 days over the same period in 2014.

Q What are some of the key opportunities and challenges you see ahead?

A We have done a lot to increase capability and improve execution. Innovation in Sonar has shown that our customers see that enriched data has value, and they are willing to pay more for it. We research buyer behavior, emotion, engagement and the role of content in the demand generation journey. Our focus is bringing all sources of information and engagement together, enriching our databases further and beyond our own borders and empowering sales, IGS and Strategic Marketing Services to innovate faster. The challenge is moving past legacy data systems and creating scalable, dynamic data integration of all data sources.

Q How can business units work more closely with Connect?

A We already have great examples from IGS, which has have really embraced the new model and proved to be great partners globally. With success stories in T-Systems (with IDG Germany), Symantec and Dell they have taken the fight to TechTarget, which struggles beyond the U.S. and the U.K. If I was to make one suggestion, it would be to engage Connect operations early. Flawless execution needs proper planning, forecasts and resources to be allocated correctly. To deliver consistent above-market results we need to work as one collective team engaging in constructive problem solving and searching for new opportunities. I guess this one comes back to communication, early and often, and setting realistic goals for ourselves to exceed customer expectations.

continued on page 5

New video service lets startup companies gain exposure with IDG Sweden readers

PITCHBIBBLAN Beta!!
trafik

***Carl Grape**, head of web; **Karin Enblom**, web editor; **Sophia Nilsson**, reporter; and **Ada Fredelius**, web editor; have all been shepherding the Pitchbibblan effort.*

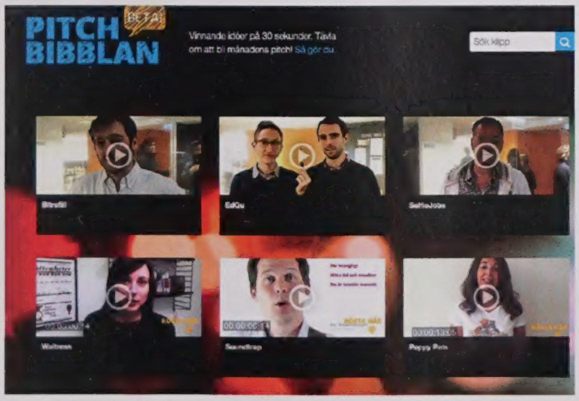
In an attempt to reach a new audience —and perhaps be the first media company to discover the next big tech thing — IDG Sweden has launched Pitchbibblan (Pitch Library), a new video service that lets start-ups connect with potential users, investors and employees.

"It can be difficult for start-up companies to get visibility outside their own small sphere," explained **Ada Fredelius**, web editor at IDG.se. "We have the audience, around 700,000 readers, with interest and knowledge about tech who visit our online network each month. Through Pitchbibblan, start-ups can reach this very large audience of potential customers, employees and investors."

Launched last month in beta mode without a great deal of publicity, the new service invites start-up companies in the tech space to submit 30-second videos pitching their new product as if to potential investors. Fredelius and fellow Web Editor **Karin Enblom** screen each video, and all that meet the simple criteria are posted on pitchbibblan.se (which can be linked to from idg.se). Readers are encouraged to vote for their favorite products by sharing the video link on Facebook, Twitter or Google+; once a month, idg.se will profile the new products that received the most votes.

To be eligible, companies must be in the IT, engineering or network services fields; in start-up mode; registered in Scandinavia; and have a working product that has either launched or is in beta testing.

To date, the company has received five videos from companies that have developed various apps including one called Waitress that lets customers book a table at participating restaurants and pay for their meals online using the app, and SelfieJobs that lets users apply for a job with a simple "Like."



*Recently launched in beta mode, the new video service is beginning to attract interest from the start-up community. Said Web Editor **Ada Fredelius**, "we are experimenting to see where this project leads us."*

Fredelius said she and her team are promoting the new service on Twitter and by attending various events geared toward the local start-up market such as Friday Drinks at a Stockholm tech incubator and Uppstart, a start-up day based in Uppsala, Sweden's fourth largest city.

Still very much in beta mode, Fredelius said she and her team are "experimenting to see where this project leads us."

The idea for Pitchbibblan grew out of a similar effort launched last year by IDG Sweden's Internetworld in conjunction with its annual round-up of the hottest 24 startup companies as selected by the editors, said Fredelius. Companies selected to appear in that feature, were invited to submit a similar 30-second pitch video.

For more information, contact Ada Fredelius. ■

> "It can be difficult for startup companies to get visibility outside their own small sphere. We have the audience, around 700,000 readers, with interest and knowledge about tech who visit our online network each month. Through Pitchbibblan, start-ups can reach this very large audience of potential customers, employees and investors."

oteworthypeople

Promotions

Galeotalanza

IDG World Expo Senior Manager of Registration and Housing **Stephen Galeotalanza** has been promoted to director of registration and housing. "Stephen (aka 'Stephen-in-Registration') has been with World Expo since 2005 and has fearlessly led registration and housing for many World Expo events, most recently taking on E3," said IDG World Expo CEO **Mary Dolaher**. "Stephen manages registration for over 220,000 attendees each year. Prior to joining World Expo, Stephen worked at Governing Magazine, Dun & Bradstreet and Comdex. We look forward to continuing to tap into Stephen's expertise and enjoying his good humor and great calming influence at our events." sgaleotalanza@idgworldexpo

New employees

Bradford

IDG WORLD UPDATE

A contractor at **IDG Strategic Marketing Services** San Francisco office, **Cristina Bradford** joins the team full time as a program manager. She was previously a senior manager at ExecSense, a Financial Times e-learning organization, and holds a B.S. in business administration from California State University/Chico. In her free time she enjoys yoga, skiing, snowboarding and food. cbradford@idgcommunications.com

Karingithi

Previously telesales manager with Dimension Data Project East Africa, **Lydia Karingithi** joins **IDC East Africa** as senior account manager. She holds a B.A. in business administration and human resource management from Riverbanks University and a diploma and advanced diploma in law from the U.K.'s Institute of Legal Executives. Away from the office she enjoys volunteering, travel, food and following Manchester United and Kenya's Tusker FC. lkaringithi@idc.com

Summer, someday

Snow has been in over-abundant supply in Boston this winter, with no hint of spring to come. To offer a small ray of hope, staff from the Lenox Hotel, which has provided hospitality to many an IDG traveler or meeting-goer, came across the street to the IDG corporate office unannounced to deliver a catered "summer in a picnic basket" lunch. IDG International Publishing Services Financial Manager ***Michele Putt*** *and Office Manager* ***Debbie Waters*** *picked up their lunches in front of the backdrop of several feet of snow on IDG's roof deck.*

IDG Entertainment's Allyance Network partner surpasses 1 billion video views

IDG Entertainment's Allyance Network, a gaming network that comprises more than 300 YouTube channels, announced that one of the first partners to join the network, PietSmiet, which currently boasts more than 13,000 videos and nearly 1.8 million subscribers, recently surpassed one billion video views.

Philipp Senkbeil, director, Network & Partner Management at IDG Entertainment, said, "We congratulate PietSmiet on these impressive achievements. This success underlines how attractive our network is for advertisers. Our aim is to work together with our partners to continuously expand and develop the Allyance Network, making it the leading platform for video producers in the gaming segment."

In addition to offering one of Germany's most robust networks of gaming channels, the Allyance Network has recently begun adding an array of partner services that go beyond simply assisting with technical issues. "We see Allyance as a service-oriented business," said Senkbeil. "New services will allow partners to collaborate more within the network. And we are also offering workshops on topics such as public relation, copyrights and the best equipment to use."

Contact Philipp Senkbeil. ■

One on One

Q What are your goals for the next 100 days?

A We all encountered pain in the beginning, with tough and decisive decisions being taken in order to have the structure, process and finances in place. Changes have had to be made, and there are areas where we, as a business, could have done things differently. However, the foundation is in place, and the next 100 days will be more focused on supporting sales, increased collaboration and knowledge sharing. We want to build on the success stories of IDG Australia, Netherlands and Sweden by expanding to other business units.

As managers within IDG Connect, we listened to country managers, members of our board, operations and sales organizations at the local business unit level. We reviewed the environment we compete in and the demands of our customer base. The clear focus is in realizing our ambition to become the global leader in demand generation.

I want to take this opportunity to thank the army of people it took, at local business units, IDG Connect, Digital Account Services, IDG Direct, IGS and Operations/Finance in making Q1 a strong start. The next 100 days is in about helping sales grow further with investment in data build, Sonar, account targeting and data intelligence to realize that goal. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Mark Sullivan *IDC*

25
Thomas Wilms *IDG Germany*
Patricia Smith *IDG International Publishing Services*

24
Reinhard Prasse *IDG Germany*

23
Anders Lotsson *IDG Sweden*

21
Jens Stark *IDG Switzerland*

20
Eric Owen *IDC U.K.*

19
Thomas Clöer *IDG Germany*

18
Chris Jarmul *IDC*

17
Bronwyn Cleary *IDC*

15
Kevin Capalbo *IDC*
Jesper Landén *IDG Sweden*
Rick Val *IDG Netherlands*
Lina Vikman ***IDG Sweden***

14
Sabine Anegg *IDG Germany*

12
Sandra Harrington *IDC*

11
Anna Ekström *IDG Sweden*

10
Edite Lopes da Silveira *IDC Brazil*
Katja Staffetius *IDG Germany*

9
David Grandijan *U.S. Media*
Diana Gill *IDC U.K.*
Peter Holzinger *IDG Germany*
Sebatian Wörle *IDG Germany*
Zarina Kamytbaeva *IDC Russia/CIS*

8
Lisa Jacques *IDC*
Gaurav Sabharwal *IDC MEA & Turkey*
Brad McBride *IT World Canada*
Paolo Del Nibletto *IT World Canada*
Penny Gianniotis *IT World Canada*
Gabor Fauszt *IDC Hungary*
Eiko Furumoto *IDC Japan*

7
Michael Hermann *IDG Switzerland*
Ludwik Krakowiak *IDG Poland*
Martin Swingler *IDC CEMA*

6
Diego Valer *IDC Peru*

5
Jon Kabrud *IDC*
Abbey Weintraub *U.S. Media*
Leonardo Munin *IDC Brazil*

4
Briony Rowe *IDG Global Solutions*
Brooke Giroux *IDG Connect*
Michael Gormley *U.S. Media*
Hannes Weber *IDG Switzerland*
Kim van Arendonk *IDG Netherlands*
Jachym Homola *IDC CEMA*
Giancarlo Vercellino *IDC Italy*

3
Glenn Coombe *IDG Global Solutions*
Luis Altamirano *IDC Brazil*
Chris Martin *IDG U.K.*
Tomas Norrman *IDG Sweden*
Thomas Rotter *IDG Germany*
Franziska Walther *IDG Germany*

2
Martin Veitch *IDG Connect*
Konstantinos Tolika *IDC CEMA*
Concepción Martinez *IDC Mexico*
Philipp Elsner *IDG Germany*
Claudia Jeck *IDG Germany*
Robert van Loon *IDG Netherlands*
Oluwole Babatope *IDC West Africa*
Swapna Subramani *IDC MEA & Turkey*

1
Alan Webber *IDC*
Daniel Pardi *IDG Connect*
Kate Senie *IDG Strategic Marketing Services*
Isak Petrén *IDG Sweden*
Daniel Schellmann *IDG Germany*

Around the web: Event planning tips

12 Creative New Ways to Promote Hashtags at Events (BizBash)
From splashing prompts on seating cards and menus, to scrawling them in lipstick or cake icing, here's how to encourage guests to engage on social media.

EventTechBrief
A weekly e-newsletter that covers technology platforms, applications, devices and solutions being developed specifically for trade shows, meetings, conferences, festivals and public exhibition.

Michael Friedenberg holds town hall meeting with IDG Sweden staff on recent visit

*Above and below: IDG Communications CEO **Michael Friedenberg** speaks with employees at IDG Sweden.*

IDG Communications Worldwide CEO **Michael Friedenberg** recently returned from Europe where he visited with staff at IDG Sweden and IDG U.K. as well as customers in both countries.

Speaking at a town hall-type session at IDG Sweden, Friedenberg told employees that IDG has made good progress in its ongoing transformation to a global tech media, data and services company. "Modern media companies are going down this path," he told the group. " I have complete confidence in this strategy."

He also urged employees to "stay positive, believe in the strategy and the path we're taking. We should all be excited by the fact that our customers are showing a strong willingness to partner with us in this changing media environment as witnessed by the strong Q1 results," he noted. ■

unsunghero

Jos Schong

Finance and Administration Manager

IDG Netherlands

***Jaco van den Bosch**, IDG Netherlands finance and administration director, named **Jos Schong** his team's Unsung Hero. "Jos is nearly at his 20-year anniversary and doing a terrific job as finance manager. He takes ownership above and beyond his responsibilities and plays an active role in the ever-changing environment we work in. He identifies, recognizes and solves bottlenecks and plays a key part in the design of our processes. He's not afraid to give his opinion and is fun to work with. We know with Jos on our team we can confidently face the challenges lying before us."*

Home Velserbroek, Netherlands

Primary job responsibilities Making sure all daily processes of registering, checking, processing, analyzing and reporting in the finance department, as well as all its connections with the sales department and back office, run as efficiently and flawlessly as possible.

Three things I do in a day's work

- Enjoy our great teamwork. It's great to work so closely together, having everybody knowing exactly who does what and making sure all deadlines are met by working together as a team.
- Implement changes in a way that means we stay as efficient as possible. New activities or ideas, new reports, better insights — there are always changes at IDG, and the amount of those changes is always increasing.
- Calculations and analysis; not a day goes by without them.

What I love most about my job Trying to run all the administrative and back-office processes at a high-quality level, being as efficient as possible while allowing our business to be as flexible as possible. It's a continuous challenge, and it never gets boring because of the continuous changes.

A hot-button issue I'm dealing with on the job Getting a better and more detailed insight in sales revenue streams (and margins) is a permanent hot-button issue.

HANS KLUPPEL

*Finance and Administration Manager **Jos Schong** joined IDG Netherlands' subscription department in 1995.*

Latest accomplishment For expense-account and vacation registration and payroll we recently started using a new employee self-service portal that is fully integrated with our financial system. It was a fun project for me and some of my colleagues. Shortly before that, we managed to send out all of our sales invoices by e-mail only.

Career highlight Integrating all the financial and sales administration data of an acquired publisher some years ago. Implementing new financial software while meeting all deadlines. Did I mention implementing changes?

What I'm doing to be a better employee Trying to find a balance between level of service and efficiency. It's different in every situation.

Interests outside the office Playing badminton, going to a restaurant with friends or relatives and watching movies or TV series. I wish I had more time.

What others can't tell just by looking at me Until recently they couldn't tell I'm an Unsung Hero.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Phillipp Senkbeil *IDG Germany*
Jaco van den Bosch *IDG Netherlands*
Daniel Visarius *IDG Germany*

IDGWorld Update

EMPLOYEE NEWS AND INFORMATION

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IDG signs license with new publishing partner in Italy

Fiero Milano Media plans to launch Computerworld and CIO brands on the web in March and as digital editions later this year.

SEE MORE ON PAGE 2

Also inside

One on One: IDG Communications Worldwide CEO Michael Friedenberg

IDG Global Solutions, IDG Asia Pacific partnership yielding big returns

IDG Professional builds leadership skills

FEBRUARY
CIO
RICOH
imagine. change.

IDG India helps client connect with audience via photo calendar contest.

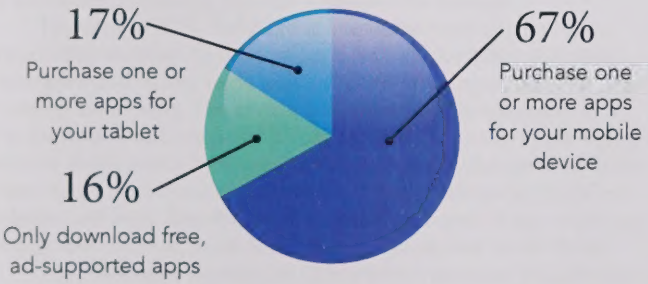
SEE MORE ON PAGE 2

Unsung hero: IT World Canada Senior Graphic Designer Mel Manasan is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

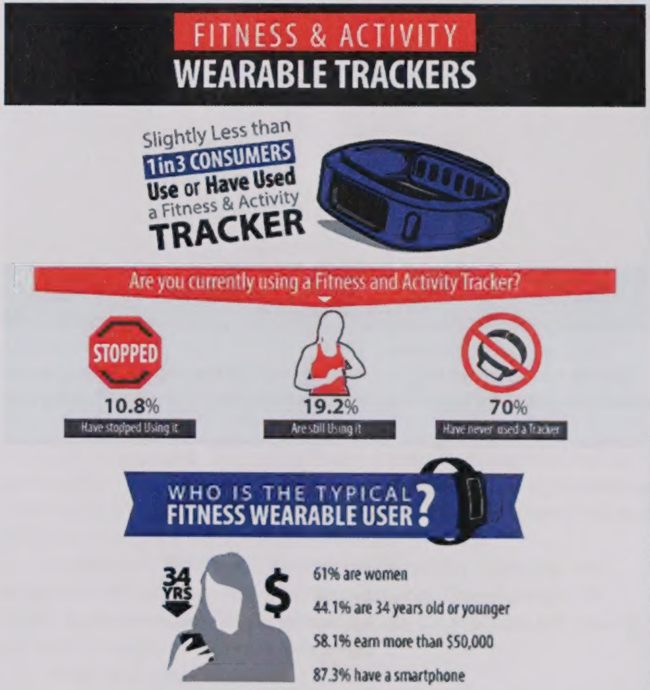
A new eMarketer survey predicts only 33.3% of U.S. mobile users will pay for an app this year. Are you likely to:



Log on to www.idgcentral.com to vote on this week's question:

When was the last time you sent or received a fax?

CLICK HERE



Source: IDC Health Insights study

IDG India helps Ricoh connect with customers via photo calendar contest

Once again, the annual IDG Employee Photo Calendar served as inspiration for a project to help an IDG India client connect with its customers while generating a tidy profit for the Bangalore-based business unit.

Jaideep Marlur, general manager, sales, pitched the idea of a contest-based calendar to camera manufacturer Ricoh as a fun way of connecting with customers while keeping its name front and center for the next 12 months.

RICOH imagine. change.
CIO CALENDAR 2015
SPECIAL MENTION
Congratulations to the following entries for making it in the top 24.
FEBRUARY
CIO
RICOH imagine. change.

The project, which is co-branded with both the CIO India and Ricoh logos, brought in US$16,000 with almost no costs for IDG India.

IDG India created a web page and invited CIOs to submit their favorite photographs for consideration. After receiving 150 entries, a small group of IDG India employees narrowed the field to the top 24, which were then put online for voting.

The calendar was designed by **Anindya Biswas**, senior designer at IDG India, who produced three versions for Ricoh to choose from. Ricoh selected a desk calendar that was co-branded with the IDG India and Ricoh logos.

The best part? Ricoh produced the calendars itself. "The project added a cool INR 1 million (US$16,000) with almost no costs, since Ricoh produced the calendars at their end, and we simply shipped it along with our magazine. Not a bad way to get the CIO brand onto the desks of CIOs across India!" said **Louis D'Mello**, president & CEO, IDG India.

IDG India has produced several previous calendar projects that you can read more about here.

For more information, contact Siddharth Singh. ■

New publishing partner in Italy prepares to add tech B2B to its portfolio

IDG has signed a license agreement with a new partner in Italy, Fiera Milano Media (FMM), which will launch a site for Computerworld and CIO next month, followed later in the year by digital magazines.

IDG has had a series of licensee partners in Italy over the past few years, but the challenging economic and media environments there have made business continuity difficult. "Fiero Milano Media is a well-established, publicly held company that produces an impressive array of B2B publications, management training and digital services. It is also a well-respected player in the event space and brings a robust corporate presence to our licensing portfolio," said International Publishing Services President **Jim Sullivan**.

Founded in 2011, FMM offers integrated multi-channel communication services. Its product portfolio includes B2B publications, both print and online, trade shows and events, Internet services and outdoor advertising. The company is owned by Fiera Milano S.p.A., the leading exhibition group in Italy and one of the top event organizations in the world, listed on the Milano Stock Exchange since 2002. Fiera Milano's portfolio of professional fairs attracts some 30,000 exhibitors and more than five million visitors each year. It also organizes exhibitions in China, India, Brazil, Russia, Turkey and South Africa.

The FMM team working on IDG-branded products includes two editors, a project manager, a web designer and a sales account manager. Overall, the publishing staff of FMM employs about 30 people including editors, designers, marketers, account managers and back office staff.

*Staff members from Fiera Milano Media include (l-r): **Enrico Abaterusso**, manager, business unit knowledge; **Lucrezia Papa**, sales accounts; **Chiara Donini**, web designer; **Aldo Ascenti**, deputy editor; **Andrea Grassi**, editor; and **Andrea Bolognini**; web product*

Editor **Andrea Grassi**, who worked at IDG's most recent partner, said that FMM is developing a digital approach based on a vertical strategy. "The access point is a B2B website network targeted to Italian enterprises. The contents are sorted by industries (such as technology, real estate, tourism, food and beverage) and professional communities (such as CFO, CMO, CIO and HR). Computerworld and CIO thus complete the IT decision makers' network."

In addition, FMM owns a robust, high-quality database with more than 800,000 profiled business contacts, Grassi added. Of those, approximately 70,000 references are C-Level and top managers from a variety of different industries.

Write to Andrea Grassi. ■

OneonOne

Michael Friedenberg

IDG Communications Worldwide

The CEO of IDG Communications Worldwide is this week's columnist. Write to michael_friedenberg@idg.com.

> "At a strategic level the core areas I am watching carefully are revenue growth, P&L management, communication, execution and attitude. Getting a bit more granular, I am keen to see our progress on growing our audiences/traffic, data strategy, revenue (both reader and advertising), technology capabilities and talent."

Q How did IDG Communications Worldwide perform in Q1?

A I'm very happy to share that IDG Communications exceeded our Q1 2015 budget. What is even more exciting to see is that both U.S. and International exceeded budget, so it's nice that everyone carried their respective weight. Special congratulations to the following business units that achieved or exceeded budget in Q1: IDG Consumer & SMB, IDG TechNetwork, CIO Executive Council, Connell Communications, IDG Czech Republic, IDG Netherlands, IDG Spain, IDG Switzerland, IDG U.K., IDG Australia, IDG China, IDG India, IDG Korea, IDG Global Solutions and IDG International Publishing Services.

Q Are these results in line with what you anticipated at this point in IDG's transition to a global technology media, data and services company?

A Whenever going through a transformation similar to what IDG Communications is experiencing, it is always nice to see progress being made. Progress can be in different forms — both quantitative and qualitative. Exceeding budget for the first quarter of FY15 is a tremendous quantitative accomplishment and something that we can collectively celebrate and build upon. As I like to say, "You can't win a golf tournament in the first round, but you can certainly lose it." Our performance in Q1 is a nice win shared by all of us as IDG Communications becomes a global technology media, data and services company.

Progress can also be measured in qualitative terms, too. It is exciting to see the progress being made at IDG Connect, IDG Strategic Marketing Services and IDG TechNetwork as we adapt our demand generation, marketing solutions and global ad stack to a more centralized structure. The work that the respective teams are doing in conjunction with all of our business units is exciting to see. Commitment to the new strategy is strong, and the collaboration, communication and trust that is building will only help accelerate our progress.

Q How is Q2 looking so far?

A The second quarter is looking stable. Right now most of the business leaders and country managers are telling me they are cautiously optimistic about how the quarter is shaping up. I am a bit more optimistic because customers are stepping forward and sharing with me that the changes we have made are fulfilling the objectives we set out to accomplish: become an easier company to do business with and provide global consistency of capabilities on all aspects of our business. This value proposition is resonating and, in fact, it was a main reason why Microsoft chose IDG as its exclusive IT strategic partner for its upcoming global launch. (A tip of the hat to IDG Global Solutions'[VP, EMEA] **Neil Michael** for leading the charge on this incredible win.)

As we continue to make progress, I am looking at all aspects of the business to make sure things are on track. Excellent organizations innovate constantly, execute flawlessly and deliver consistent results. At a strategic level the core areas I am watching carefully are revenue growth, P&L management, communication, execution and attitude. Getting a bit more granular, I am keen to see our progress on growing our audiences/traffic, data strategy, revenue (both reader and advertising), technology capabilities and talent.

Q As you look around the company, what are some things you can point to that are working well?

A There is a lot working well right now, but let me highlight a few key areas. First and foremost, editorial is doing a fantastic job of putting forth high-quality content that is attracting the most powerful technology buyers in the world to all of IDG Communications' brands. It is exciting to see the work that [IDG U.K. Publishing Director] **Simon Jary** and his team are doing specific to their consumer brands. Overall B2C traffic has increased just over 100% since this time last year. IDG's combined U.K. audience is now greater than that of any other local IT media publisher, with the success of Macworld combining with PC Advisor to overtake CNET and Future's TechRadar portal at the end of 2014.

On the revenue front, IGS is doing incredible work in Europe, APAC and the U.S. Ram [IGS President **Kumaran Ramathan**] and his team continue to do a great job of articulating IDG Communications' value proposition while also fulfilling the marketing needs of our clients. Also, with regards to our global ad stack, [Project Manager, Digital Platform Operations] **Mike Monaco** of IDGTN is doing a magnificent job of pulling the pieces together and keeping the project on track. The need to have complete visibility into our global inventory pool is essential as we modernize IDG's digital capabilities.

Another area of great progress is CSMB. In Q1, CSMB exceeded plan and was profitable. This is a huge accomplishment given the new structure put in place by [U.S. Media CEO] **Pete Longo** and his

continued on page 6

Revenues accrue, clients benefit in successful IDG Global Solutions/IDC Asia Pacific partnership

In mid-2013, IDG Global Solutions (IGS) and IDC Asia Pacific announced a collaboration designed to allow both to compete more aggressively in the Asia Pacific region. **Jason Gorud**, IDC Asia/Pacific VP Integrated Marketing Programs, who had been working closely on projects with IGS for six months prior, took on the additional role of IGS VP, APAC, reporting to both IGS President **Kumaran Ramanathan** and IDC Asia/Pacific Managing Director **Eva Au**.

IDC Asia Pacific VP Integrated Marketing Programs ***Jason Gorud***

"We strongly believe that joining our two organizations at the top of our client-facing teams will give us the firepower to best deal with the present threat of our global competitors Tech Target and CBSi as well as the strong local competition we face in individual markets," Ramanathan said at the time.

Eighteen months later, and "true to the intent of the partnership, both groups are seeing greater client penetration, increased relevance to our customers and growth in both the top and bottom lines," Gorud said.

"Obviously, we want to push profitable new revenue to both IDC and IDG as the primary objective," Gorud continued. "The other driver is the changing dynamic in the market; it's about how our customers are sourcing marketing services, media and content. It's become a cliché to say we are at a crossroads in the market, but we truly are."

> "I've been working with other colleagues in both EMEA and Latin America in an attempt to get people talking about replicating the successes we have had as a joint unit."
>
> *Jason Gorud*

According to Gorud, there are several factors transforming the market including the following:

- Tech buyers are "self-educating on a massive scale."
- The rapid ascendency of social media as a means to consume and share content.
- Programmatic ad sales are quickly replacing traditional media sales.
- Marketers moving beyond a 'spray-and-pray' approach to content marketing have led IDG's customers to the conclusion that "they really need help as they strive to meet ever-changing metrics and KPIs set by management. When that help comes from a single, credible third party such as IDG it's viewed as being premium."

Asked what IGS and IDC bring to the partnership, Gorud said, "IDC has an immense understanding of market trends and the tech solutions that end users are adopting." For example, he cited IDC AP Senior Research Manager, Services and Cloud **Mayur Sahni** who "eats, sleeps and breathes all things cloud. He is frequently called upon by our customers at the executive level for strategic advice." IDC AP AVP, Head of Mobility and IoT **Charles Reed Anderson** works with governments in the region to help define IoT roadmaps. "You simply can't trump that level of expertise, and that's just two of many," Gorud said.

The IDG side, he continued, brings "incredible platforms and creativity to the table. People like [IDG Strategic Marketing Service VP, Global Market Development] **Jeremy Rueb**, [IDG Connect Europe Managing Director] **Matt Smith**, [IGS Director, Program Management] **Matika Angkatavich**, [IDG Australia President of Computerworld, Techworld and TechNetwork] **Marcus Wilkinson**, [IGS Program Strategist] **Justin Ellis**, [IDG TechNet Director of Sales, East Coast] **Keith Linden**, [IDG SMS President] **Charles Lee** and [SMS VP, Innovation and Program Architecture] **Jason Tenenbown** are so helpful, so dynamic, so inventive that I can't say enough about them. Combine all this with IDG and IDC's unparalleled reach and indisputable brand reputation — it's just so compelling."

Gorud said the IGS/IDC team has had the following wins in the region:

- EMC has run two AP-specific joint campaigns in 2013 and 2014 with a 2015 project currently being planned.
- In the past 18 months Cisco has spent nearly a million dollars with IDG across multiple projects that incorporate IDC content and events, together with IDG lead generation, media and marketing services.
- The Malaysian government is working with the team on

continued on page 5

continued from page 4

IGS, IDC AP

renewing, for the third time, a CIO training and educational community.

- IDC had its Go-To-Market sale via Hewlett-Packard's agency in the region, opening a new revenue channel for the team.
- Internally, IGS developed a data visualization tool that sits on top of IDC China's massive city-level PC Tracker.

Of course, the partnership has competition in the region, including other publishers, TechTarget and the IT-professional network Spiceworks. "Those are obvious," Gorud said. "My take is our single biggest threat going forward is LinkedIn."

LinkedIn, he said, has the largest captive audience of business professionals on the planet, from which it can draw an immense amount of unique, easily monetized data. "Currently, though, they lack an effective content and events business model, but once they figure that out — and they will — we had best watch out. Without a doubt we need to follow this threat and refine our offerings to customers so as not to lose relevance. Like Spotify, we need to take the 'perpetually-in-beta' mind-set to our business. Our goal should be to never stop improving and refining our product."

Gorud said IDC President and CEO **Kirk Campbell** and IDG Communications Worldwide CEO **Michael Friedenberg** have been "very supportive" in allowing him to be a shared resource, "but it really has been my two bosses — Eva and Ram — who have laid the organizational groundwork bringing both teams together. I've been working with other colleagues in both EMEA and Latin America in an attempt to get people talking about replicating the successes we have had as a joint unit."

The IGS team sits with IDC AP in Singapore and regularly attend meetings as one unit. According to Gorud, IDC AP AVP, Custom Solutions **Brian Kornegay** and IGS Commercial Director, AP **Steve Marshall** often jointly develop proposals and pitch to clients. IGS Associate Director **Adele Carter** works closely with the IDC Go-To-Market Services and events teams to help deliver large, complex projects that Gorud said "would stymie most project managers." IDC analysts help with messaging to clients directly, and the combined team has begun working with media agencies to educate them on the ins and outs of their clients' products and market trends.

"The joint team, the licensees and even the local business units now understand that 1+1 = 3 when we work together," Gorud said.

For more information contact Jason Gorud. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Linda Gorgone *IDG U.S. Media*

28
Nina Mattsoff *IDG Sweden*
Penny Stevens *IDG Corporate Services Group*

27
Ursula Nadador *IDG Spain*

21
Jennifer Koppy *IDC*

17
Jeff Coles *IT World Canada*
Manuel Pastor *IDG Spain*
Rachele Basanisi *IDC Italy*
Peter Bradley *IDG Global Solutions*

16
Joaquin Hevia *IDG Spain*
Ernesto Cordero *IDG Corporate Services Group*

15
Margaret Blodgett *IDG U.S. Media*
Todd Hall *IDG Corporate Services Group*

14
Encarnaci Gonzalez *IDG Spain*
Javier Presa *IDG Spain*
Ken Mingis *IDG U.S. Media*
Laurie Horn *IDC*
Kirk Mitchener *IDC*

13
Sigrun Rüb *IDG Germany*

12
Daniel Boehmke *IDC*
Anne Stevenson *IDC*

11
Edward Kozaryn *IDG Corporate Services Group*

10
Ruben Durand *IDG Spain*
Ashley Gilliam *IDC*
Adrian Black *IDG U.K.*

9
Amy Bennett *IDG U.S. Media*
Diego Anesini *IDC Argentina*

8
Alfonso Casas *IDG Spain*
Benjamin Tucker IV *IDC*
Jeffrey Janukowicz *IDC*
Simon Hülsbömer *IDG Germany*

7
Jessica Martinez *IDC Mexico*

6
Giorgio Micheletti *IDC Italy*
Oleg Sidorkin *IDC Czech Republic*

5
Angelica Lundin *IDG Sweden*
Colin Browning *IDG Strategic Marketing Services*
Suzanne Schlaadt *IDC*
Irina Zvagelsky *IDC*

4
Mara Barbero *IDC Italy*

3
Heidi Brumbaugh *IT World Canada*
Kristina Lindquist *IDG Sweden*
Melih Murat *IDC Turkey*
Jim Martin *IDG U.K.*
Michaela Maffia *IDG U.K.*

2
Ashraf El Ghazzawi *IDC United Arab Emirates*

continued from page 3

One on One

team where the CSMB brands are now represented by the IDGTN team.

Q Are there areas of the business that you are placing additional focus on?

A There are three areas worth highlighting. First is the work that [IDGE VP, Alliance Marketing] **Michael Latchford** is doing with IDG Enterprise around alliance marketing. As the vendor partnership ecosystem continues to evolve, putting forth solutions that allow these partners to have seamless communication and deliver on their marketing and revenue targets is essential. This is a rapidly growing area in the U.S. business and something where our "applied learning" philosophy should be put into action by the other IDG countries. Second is the realization that IDG Communications needs a mobile strategy. I am excited that [IGS Group Client Business Director] **Christina Carstensen** is leading the Mobile Strategic Development Center and will be putting forth ideas to get us jump started in this critical area of our business. Lastly, Sonar (our data-enhanced demand generation solution) is a high-growth opportunity for us. We want to make sure that our abilities to sell, implement, execute and deliver are seamlessly occurring so our customers are happy and that Sonar continues to grow.

Q What are the key digital trends we should be watching closely?

A The two biggest trends, besides programmatic, that will be impacting the digital media landscape in the next year will be viewability and fraud. The market is quickly moving toward a 100% viewability standard. This means that a viewable impression will act as the default currency for brand-related advertising in digital environments. The Media Rating Council has set a 70% viewability standard for 2015 within the U.S. This means that for an ad to be counted as viewable, display impressions greater than or equal to 50% of the pixels in the advertisement must be on an in-focus browser tab on the viewable space of the browser page, and the time the pixel requirement met was greater than or equal to one continuous second, post ad render. All video ad impressions require that a minimum of two continuous seconds of the video advertisement is played, meeting the same pixel requirement necessary for a viewable display ad. I have no doubt that this expectation will quickly move internationally.

In addition, ensuring that an ad is actually seen by a human being will be required moving forward. The Association of National Advertisers recently reported that bots are responsible for 23% of all video impressions and 11% of display ad impressions and, to be honest, I think this is incredibly conservative. For IDGTN, CSMB and IDGE U.S. sites, we have partnerships with Moat and DoubleVerify to prevent fraudulent traffic. Both Moat and DoubleVerify are ad verification companies that are accredited by the Media Rating Council and are backed by the Interactive Advertising Bureau. Every impression we serve is analyzed by Moat, and we have access to domain reports that list every publisher the ads are served on and the domains. This allows us to ensure that 100% of traffic from a publisher, whether owned and operated or network, is coming from the approved domain. I highly recommend that every international business unit start to think about these trends as this will be a core topic of discussion at April's International Managers Meeting. If anyone wants to learn more, I recommend that you go to iab.net to read the latest news on both viewability and fraud.

Q What news sources do you look at every day?

A Maybe a bit too much information here, but before I get out of bed every morning I will have gone to all U.S. IDG sites, the New York Times, Wall Street Journal, Business Insider, AdExchanger, DigiDay, ESPN, YahooFinance, CNN, Huffington Post, TechCrunch, Recode, USA Today and Google News. Of course, I also check social apps like Twitter, LinkedIn and Facebook. I also read the excellent News Summary that is produced daily by the IDG Corporate Communications group. About once a week I will visit sites like Harvard Business Review, McKinsey, IAB, Folio, CrunchBase, the Economist, and Quartz. Media and technology are two of the most dynamic industries in the world today, so there is a lot to read and keep up on. ■

noteworthypeople

Promotions

East

IDG TechNetwork Account Director **Jess East** has been promoted to sales director, Midwest. "Jess started with our team shortly before FY14 and wasted no time in making an impact," said **Scott Harris**, IDG TechNetwork VP, Sales and Marketing. "By the end of FY14, Jess had exceeded his annual quota, established solid partnerships in the Chicago market and earned the TechNetwork Rising Star Award. His past experience working at an ad agency provides Jess with a sound understanding of how to effectively work with clients and, ultimately, win business. Jess continues to push us forward in regards to improving our capabilities so we remain a competitive force in the market. With his drive to win, coupled with an inquisitive mind for growth, I have full confidence in his ability to be a leader in our Chicago market and take this team to new heights. He is still required to sing Sinatra at karaoke night."
jess_east@idgtechnet.com

Moranski

Lauren Moranski, IDG TechNetwork senior account executive, is now manager, Account Executives. "Over the years, Lauren has consistently demonstrated a tremendous work ethic within our organization by always exceeding expectations with quality and timely work," Harris said. "When I first started, Lauren came to me and asked what additional work she could take on to help make improvements for the role of the account executive and our internal process. Since then, she's been a great diplomat, working between ad ops, lead gen, IDG.TV and sales to ensure we maintain a great partnership and improve the foundation that was previously in place. She embodies what we look for in a TechNetwork employee."
lauren_moranski@idgtechnet.com

New employees

New at **IDG Human Resources** in Framingham, Mass., is Training and Development Coordinator **Jordan Nuerminger**. She previously worked in human resources at Harvard Management Co. and holds a B.S. in psychology from Boston's Northeastern University. "A big health and fitness fanatic," she particularly enjoys spinning and hiking.
jordan_nuerminger@idg.com

Participants hone leadership skills at two-day IDG Professional

Thirty-two employees from seven business units and three countries participated in The IDG Professional, a corporate training program focused on leadership development and held Feb. 3-4 at the Babson Executive Conference Center in Wellesley, Mass. Attendees, who are nominated by their managers, explored characteristics of leadership, assessed their leadership strengths and development areas and learned from IDG and IDC guest speakers. The presenters were **Alana Dros**, VP, Corporate HR, IDG Communications and IDG; **Joseph Loiselle**, group VP, IT & Financial Advisory Services, IDC; **Susanna Hinds**, director, Corporate Communications, IDG; and **Keith Linden**, director of sales/East, IDG TechNetwork.

This year's program introduced an enhanced tool to reinforce the learnings and actions going forward. "Although we've had tools in the past to help hold participants accountable for taking action, this Individual Development Plan (IDP), helps participants focus even more on applied learning," said Training and HR Specialist **Carolyn Yanuskiewicz**, who coordinated the program along with IDC HR Business Partner **Moira Keating** and HR Consultant **Saskia van Delft**.

The IDP aims to further boost and enhance each participants' commitment to and development of the seven leadership characteristics highlighted during the program: Be Excellent at What You Do, Learn Continually, Innovative and Strategic Thinking, Build Relationship and Value Teamwork/Recognize Others, Communicate Powerfully, Focus on the Customer and Champion Change. Using the IDP, participants map out short, mid- and long-term career and personal goals and actions. They also seek ongoing feedback from their manager and a program colleague who serves as their IDP Champion.

"The IDG Professional provided me with valuable new insights into working more effectively. I've already begun to incorporate principles like 'think strategically, set tangible goals, foster collaboration and teamwork,'" said IDC Research Manager **Martha Rounds**.

"The mix of group and solo exercises provided insight into how well we communicate internally and externally," said IDG Strategic Marketing Services Project Manager **Alison Lutes**. "We were able to suggest ways for dealing with personality types, how to evaluate our strengths and weaknesses, how to better understand our customer. I especially liked talking with our international colleagues about building relationships and recognizing the work of our teammates."

"Attending the IDG Professional, as well as any other IDG Corporate Training program, is not only a special honor for all employees but also an opportunity to take action and weave improvement into daily work life," Yanuskiewicz said.

Write to Carolyn Yanuskiewicz. ■

*Front (l-r): **Chris Lin**, U.S. Media; **Abbey Weintraub Sklar**, U.S. Media; **Amy Seitz**, IDC; **Tina Ni Riain**, IDC; **Christina Donahue**, U.S. Media; **Mike Malone**, IDG Technical Services Group; **Ruthbea Clarke**, IDC. Middle (l-r): **Steve Clifford**, IDC; **Annelies Bos**, IDG Netherlands; **Marcia Loewenstein**, IDC; **Martha Rounds**, IDC; **Lauren Yanuskiewicz**, IDG Human Resources Services Division; **Olivia Speranza**, U.S. Media; **Eva Melin**, IDG Sweden; **Dayna Klein**, U.S. Media; **Ashish Nadkarni**, IDC; **Alison Lutes**, IDG Strategic Marketing Services; **Joan Joly**, U.S. Media; **Shawn McCarthy**, IDC; **Alex Sumarta**, IDC. Back Row (l-r): **Saskia van Delft**, consultant; **Meghan Baker**, IDC; **Rebecca Linke**, U.S. Media; **Sara Knapik**, IDC; **Shay Egan**, U.S. Media; **Jillian Hall**, U.S. Media; **Alexis Hines**, U.S. Media; **Lauren Brousell**, U.S. Media; **James Sherman**, IDG Strategic Marketing Services; **Rogier Warnink**, IDG Netherlands; **Pete Marston**, IDC; **Eb Obeng-Nyarkoh**, IDC; **Moritz Kaiser**, IDG Germany.*

unsunghero

Mel Manasan

Senior Graphic Designer

IT World Canada

IT World Canada Creative Director ***Jeff Coles*** *named* ***Mel Manasan*** *his team's Unsung Hero. "In-house creative teams need to respond to rapidly changing priorities, new ways of working, advances in technology and, of course, the web and social media. One needs employees who, above all else, are flexible. Mel is just that — able to respond to requests promptly with professionalism and accuracy without complaint. When a client needs something impactful, that is well-designed and going to push traditional design boundaries, I know Mel is going to come through in a big way."*

Home
Stouffville, Ontario, Canada

Title
Senior graphic designer

Primary job responsibilities
Design materials for our various brands, programs and consignments, from conception to final delivery.

Three things I do in a day's work

- Source photos appropriate for projects (an event, case study, a feature for one of our digital publications, etc.).
- Liaise with project managers and editors regarding existing projects to ensure we're effectively communicating our clients' (who may be in-house or external) needs.
- Coordinate photo shoots for digital publications, events or special projects.

What I love most about my job
That I'm always challenged to produce effective designs across different platforms. We launched the CMO Digital website last year, and I was part of the design team. It was a time-consuming process, but I was proud of the end product.

A hot-button issue I'm dealing with on the job
We're currently trying to innovate in the realm of our digital publications — enhancing the offerings, making them more readable and easier to use and — overall — making the magazines stand out more than they already do.

IT World Canada Senior Graphic Design ***Mel Manasan*** *always "comes through in a big way."*

Latest accomplishment
We recently won a number of design awards, such as Best Digital Publication for Desktop and Tablet from the Canadian Online Publishing Awards.

What I'm doing to be a better employee

- Communicating more effectively.
- Smiling more.
- Thinking happy thoughts.

Interests outside the office
To keep active, I do yoga. I've been practicing for three years and really enjoy it.

What others can't tell just by looking at me
I make a mean tomato meat sauce. The secret ingredient: pickle relish. Yup. Don't judge until you try it!

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Siddharth Singh *IDG India*
Carolyn Yanuskiewicz *IDG*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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Small team produces big results in IDC's Middle East events space

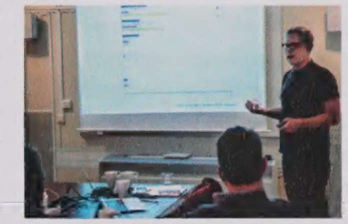
Based in Dubai, United Arab Emirates, the conference team produces events in 10 countries and supports other IDC teams in Africa and Turkey, working on close to 100 events in 23 countries within the last year.

SEE MORE ON PAGE 5

Also inside

One on one: IDG Enterprise's Joyce Carpenter explains the IDG Contributor Network

On the job: Oscar Delgadillo, Customer Contact Agent, IDG Direct



IDG Sweden launches Internet World Academy to provide in-depth training.

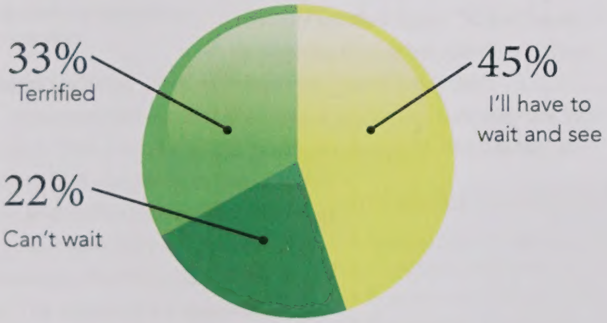
SEE MORE ON PAGE 2

Celebrating 10: IDG Global Solutions' Karen Arnowski marks a decade of service.

SEE MORE ON PAGE 8

Question of the week results

How do you feel about the prospect of IoT-connected driverless cars?

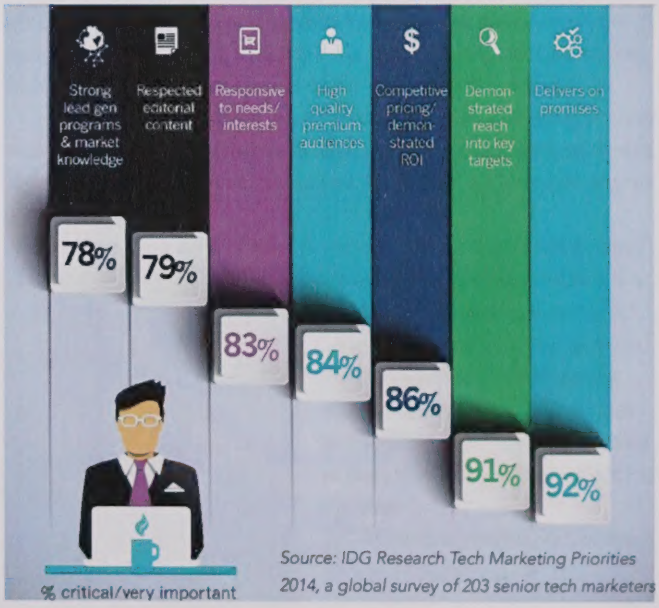


Log on to www.idgcentral.com to vote on this week's question:

A new survey from eMarketer predicts only 33.3% of U.S. mobile users will pay for an app this year. Will you?

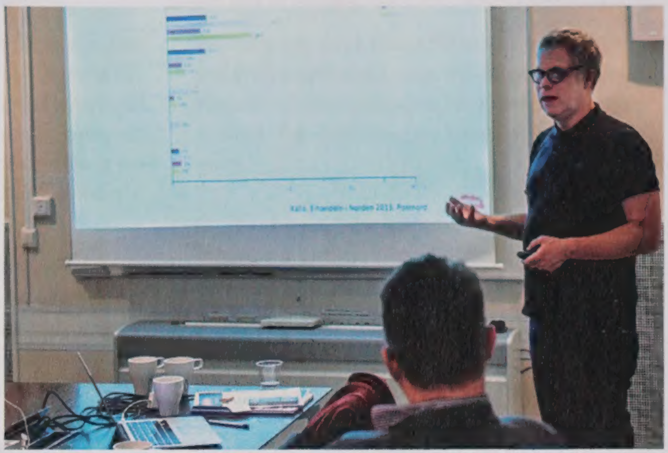
CLICK HERE

Attributes tech marketers value most in a media partner



Source: IDG Research Tech Marketing Priorities 2014, a global survey of 203 senior tech marketers

IDG Sweden launches Internet World Academy to provide in-depth training



One-time IDG Sweden employee and current freelance editor ***Urban Lindstedt*** *was the instructor at last week's class on e-commerce, the beat he now covers for Internetworld.*

When attendees at IDG Sweden's Webbdagarna (Web Days) — the company's annual industry-leading event for those interested in using the Web as a commercial platform — expressed interest in more hands-on, practical learning opportunities, organizers took note. Last month, the staff of Internetworld, which organizes Webbdagarna, launched Internet World Academy, a series of one-day, in-depth classes focused on key topics in digital commerce.

"Whereas Webbdagarna is inspirational and educational, Internet World Academy provides an opportunity for people to gain a deeper understanding of the areas vital for doing business in the digital era," explained **Katarina Strömberg**, editor-in-chief of Internetworld. The initial curriculum covers Google Analytics, Google Adwords, e-commerce, search engine optimization and conversion. Two advanced classes focused on Google Adwords and Analytics prepare students to take the Google certification test.

The classes are held in a conference room at the IDG Sweden office. Attendance is limited to 15 to ensure all participants can fully engage with the instructor throughout the day, Strömberg said. For many of the classes, IDG Sweden is partnering with a local company called Web Guide Partner. One of Sweden's fastest-growing digital marketing bureaus, Web Guide Partner had been offering similar classes for some time but was interested in teaming up with Internetworld to attract a new audience, Strömberg said.

Internetworld Editor-in-chief ***Katarina Strömberg*** *said the classes meet a need for hands-on, practical training expressed by event attendees.*

Instructors are typically industry experts, most of whom have a connection to Webbdagarna. However, the e-commerce class, which took place last week, was taught by **Urban Lindstedt**, an Internetworld.se freelance editor who covers that topic. "In the future, it is possible that other members of our editorial staff may serve as instructors," Strömberg said.

Internetworld markets the classes and make sure they are fully booked. "We manage all the practical issues with the classes, everything from payment to the venue, lunch and coffee breaks. We also keep in contact with the participants, both before and after the class, Strömberg said. The teachers are responsible for the content of the classes.

Currently, the per-class fee is 5,950 kronor (US$720); students who sign up for a package of four classes pay 19,950 kronor ($2,410). Webbdagarna attendees also qualify for a discount. "We offer a money back-guarantee, in the unlikely event that a participant is not happy with the class," Strömberg said.

Strömberg said that while this is a new area for IDG Sweden, it is one with a lot of potential. "We have seen that our readers and visitors at events are eager to gain more knowledge, especially practical hands-on knowledge they can use in their everyday life at work.

"It is only natural that IDG Sweden should help them with that, and it gives us a strength and credibility as a company."

Strömberg said the trust the company has built with readers and event attendees helps to attract students. "We have been writing articles about and creating events on these topics for many, many years. We know what we are doing, and we can guarantee the participants that we will do our very best to give them the best class possible. We make sure the teachers and the classes are of highest quality. Our visitors and readers know that we always strive to arrange the best events and write the best articles possible, so they trust us as organizers of classes of this kind as well," she said.

The first two classes — an introduction to Google Analytics and a certification class in Google Analytics — were held last month and received high marks from attendees: 4.29 and 4.57, respectively, on a scale of 1 to 5.

Among their comments: "A very substantial introduction class for everyone needing to learn the basics. The teacher is a real pro." "A very professional arrangement. The communication before was good and the format of the class perfect. I wouldn't have been able to pass the certification test without the class."

For more information, contact Katarina Strömberg. ■

Initial curriculum for Internet World Academy

- Introduction to Google Analytics (Jan. 21)
- Certification Course in Google Analytics (Jan. 28)
- Ecommerce Training (Feb. 4)
- Conversion Optimization (Feb. 20) (online course)
- Introduction to AdWords (March 5)
- AdWords: Certification Course 1 (March 19)
- AdWords: Certification Course 2 (April 16)
- SEO Essentials (April 23)
- Introduction to Google Analytics (April 21)
- Google Analytics Certification Course (April 23)

OneonOne

Joyce Carpenter

IDG Enterprise

The director of the IDG Contributor Network is this week's columnist. Reach her at jcarpenter@idgcommunications.com

> "I've discovered that the recruiting is easier than expected, and the managing is more difficult than I was thinking it would be. The excellent reputation of our publications makes them a magnet for excellent candidates who have something interesting to say to our readers. However, many of them aren't experienced at writing for the web."

Q Can you provide a brief overview of what the IDG Contributor Network is?

A The IDG Contributor Network (ICN) is a program designed to bring technology experts to our readers. The goal of the program is to open our sites to lots of new and interesting perspectives from a variety of sources: folks working in the IT trenches, analysts, researchers, authors, professors.

The program launched in early June 2014 and rolled out to all of the IDG Enterprise sites over the summer and early fall. Currently we're working to bring in many more contributors and to give the program more visibility at the sites.

Q How is it performing to date?

A We're doing very well at gathering candidates for the program. Since January 1, we've had over 40 applications come in. Nine of those have been set up with new blogs, 17 are in the process of being reviewed or waiting for a contract to come back in and 15 were rejected.

The rejections can be amusing. For example, one person proposed a blog on the topic of "sports and religion." Another application was written entirely in Chinese characters. Since I don't read Chinese, that was a fairly quick refusal.

Q What is the process for attracting/onboarding contributors?

A We have a wide variety of methods for attracting contributors. I send invitations to sources some of our reporters and editors have recommended. I've worked with both the editors and the events teams to invite contributions from our CSO50 and Premier 100 award winners. We've invited worthy candidates who were suggested to us as sources for interviews. We use the editorial newsletters to advertise the program and encourage applications, and we've done some house ads. Now that the program has more content, I'm also getting inquiries from readers who become aware of the program through a blog they're reading.

The process of bringing them onboard is fairly straightforward. They complete the sign-up form at one of the IDGE sites, which is the first step in our automated account creation process. I usually communicate with the candidate to explain the details of the program and answer any questions. Once we have everything set, we have the applicant sign a contract. Then, we set up their blog and user account, send them instructions on the use of Apollo, our CMS, and get them going.

We currently have about 90 active contributors, and we've sent out a total of 105 contracts since inception. I don't think we have an ideal number in mind. For right now, we have hopes for lots more.

Q What have you learned about recruiting/managing contributors since the network launched last year?

A I've discovered that the recruiting is easier than expected, and the managing is more difficult than I was thinking it would be. The excellent reputation of our publications makes them a magnet for excellent candidates who have something interesting to say to our readers. However, many of them aren't experienced at writing for the web. They can have a hard time learning to use Apollo on top of having to remember their grammar lessons. We have two editors work with them initially: one to help them with the CMS and one to review the content.

Q What do you look for when recruiting?

A First and foremost, I look for evidence of expertise in the subject area they're proposing for their blogs. I review their biographies and LinkedIn profiles to be sure our readers will find them credible sources. I also look at their writing samples and check their social media accounts. We want the post to come in ready for publication, and we love to see candidates with large followings.

Q Do you have a process for rewarding/encouraging contributors?

A We have a system to reward them for posts, comments, social media shares and page views. They gather points, which then turn into badges at various point levels. For example, they get 10 points for each post, one point each time anyone shares the post through the social media tools on the page, one point for each comment, etc. When they reach 500 points, they get an Advisor badge. We have three Advisors so far. I believe Pat Nelson at Network World was the first to gain his Advisor badge. At 2,500 points, they become Influencers, and at 5,000, they become Thought Leaders.

Q Are any of your contributors paid?

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Job Spotlight

On the job: Customer Contact Agent

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Oscar Delgadillo

Title Customer contact agent, IDG Direct, Dublin, Ireland

Joined IDG March 2013

What a customer contact agent does A customer contact agent telephones contacts from the IDG Direct database of people who have subscribed to receive IDG information or weekly e-newsletters. When we call we offer a free white paper on a new industry solution as part of a lead-generation campaign for companies such as Dell, IBM, Cisco Systems, Symantec, etc. These companies have paid IDG Direct to use our subscriber database to offer the white papers to potential customers. We also offer webinars, event invitations, e-books and surveys.

Key skills required for my job To work in this role you need to have great customer service and listening skills, and you should be able to engage in a conversation with the customer in order to obtain as much information as possible throughout the call. This helps the client when its sales team re-engages with the subscriber or potential customer, and the team knows what his or her exact needs are. I speak two languages, my native Spanish and English. I have participated in calls to all our markets, but my main area of focus is Latin America and Spain.

My typical day It's hard to explain a typical day in the office because we don't do the same type of work every day or work on the same campaigns. I come in and check what work I will be doing on that day, and I read the information on the white paper to make sure I know everything the customer could ask for on the phone, then I start calling. Due to the time difference between Dublin and Latin America, my normal hours are mostly afternoons. Depending on where in Latin America I'm calling, my hours can be noon to 8:00 p.m. or 2:00 to 10:00 p.m. The minimum number of calls per hour expected of an agent is between 20 and 25 calls. Our daily target is 18 leads — a lead means I speak directly with an IDG contact — however this number can be lower or higher depending in what type of campaign I'm working on.

Best part of my job For me the best part of my day is when I get a good customer on the phone who is familiar with IDG and happy to receive the information we are offering. It's great to hear from a customer that you are helping them.

Most challenging part of my job Personally, the most challenging part of my job is trying to get through the gatekeeper. A gatekeeper is generally a receptionist who is often not willing to put you through to the person you need to speak with. Rather than put you through they will try to get you to send the information via e-mail. I normally explain that for data-protection reasons I am not allowed to send the information to the contact in order to prevent spamming and misuse of their e-mail address. This works most of the time. It's hard to say how many people I have to speak with in order to generate a lead. It depends on how good the data you are using is, the time of day and the availability of the person you need to speak with.

Customer Contact Agent ***Oscar Delgadillo*** *joined IDG Direct in 2013.*

A recent accomplishment I was given the opportunity to work as a full-time sales agent with IDG Connect, but I was unable to continue as the market segment I would have been working on wasn't mature enough for the type of projects we are offering at this time. I am hopeful that when this market opens again for business there will be another opportunity for me to take part in the growth of the company. I was proud to know that the work I've done has been appreciated.

What my colleagues would be surprised to learn about me My paternal grandfather was a bodyguard for Mexico's president before my dad was born. ■

Team profile

Small team produces big results in IDC's Middle East events space

While the IDC Middle East conference team is a relatively small one, considering the large region it covers, it's posting big numbers: last year the group produced close to 50 events in 10 countries and boasts a 98% rate of repeat business.

IDC MEA Associate Vice President, Conferences **Ronita Bhattacharjee** said,"Each team member handles between five and nine projects at a time," working on attendee acquisition, partner coordination, speaker and supplier management, agenda development, marketing and website management, all while working around a variety of religious holidays.

"We have Ramadan for one month followed by the Eid holidays when we cannot host any event," Bhattacharjee said. Mid-December till mid-January is a slow period with almost no events, and in the summer months the region largely closes down.

Based in Dubai, United Arab Emirates, the Middle East Conference team produces events in 10 countries — UAE, Saudi Arabia, Oman, Kuwait, Bahrain, Qatar, Jordan, Egypt, Lebanon and Pakistan — in multiple cities in each. "We also support other IDC events teams in Africa and Turkey," Bhattacharjee said. "Across the region, we produce close to 100 events in 23 countries."

Targeting IT decision makers, the MEA team produces two types of events: syndicated and custom. Syndicated events are IDC-branded events such as roadshows or CIO Summits. Custom events are produced for vendors. These include small CXO roundtables (with a breakfast, lunch or dinner format), mid-size vertically focused events (retail, healthcare, government, education and hospitality, among others) that can involve product launches, channel events, vendor workshops at potential end-user organizations, and conferences with as many as 2,000 attendees across two days.

Recent large-scale vendor events include IBM Software Days, Oracle User Days, Schneider Electric's Power to the Cloud, Intel HPC and the VMware Forum.

"Launched in 2008, the Middle East CIO Summit is perhaps the largest C-level event that IDC produces worldwide," Bhattacharjee said. "We fly in 150 CIOs from outside UAE and host them for two nights, as well as 20 to 30 CIOs from UAE. Last year we had six separate dinners on the night before the events for the six Summit partners, a gala dinner on the first night and an awards program on the second. The Summit has four technology tracks and three vertical tracks." Across the Middle East, Turkey and Africa there are eight Summits; the Middle East team will produce two other Summits this year: the Egypt Summit in Cairo and the Saudi Summit in Riyadh, Saudi Arabia.

The IDC MEA conference team and their graphic designer colleagues strike a pose Standing (l-r): ***Yash Dogra****, conference project manager;* ***Sughand Tolani****, senior conference manager, ME;* ***Rania Mustafa****, senior conference specialist;* ***Umer Kassim****, graphic designer;* ***Shahista Hagalwadi,*** *conference specialist;* ***Shabana Mahadiwala*** *, conference director and* ***Rajmohan Ramdoss****, senior graphic designer. Seated:* ***Merveil Varghese****, conference project manage, ME;* ***Jely Gonzales****, conference specialist;* ***Angeli Balchand****, senior conference specialist;* ***Ronita Bhattacharjee*** *, associate VP, Conferences;* ***Natasha Cristi****, conference assistant; and* ***Vida Santos****, conference assistant.*

The team also produces events for local government agencies, such as the Egypt-based Information Technology Industry Development Agency and Saudi Arabia's Communications and Information Technology Commission. "We also work with local ministries to get their affiliation or patronage at our events. Such an affiliation is always a matter of pride and helps to raise the standard of the event not only for the vendor but also with the end-user community," Bhattacharjee said.

She noted that the Middle East CIO Summit is under the patronage of H.E. Sheikh Nahayan Mabarak Al Nahayan, Minister of Culture, Youth and Community Development; the Egypt Summit is under the patronage of the Egyptian Prime Minister H.E. Ibrahim Mahlab with

continued on page 6

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Events team

the special participation of H.E. Atef Helmy, the Egyptian Minister of Communication Information Technology; and the Saudi Arabia Summit is held under the patronage of the Saudi Ministry of Communications and Information Technology. The ministers usually speak at the event and are a source of inspiration for the ICT community, she added.

Smaller events are often given to one member of the events team to produce from concept to completion with the assistance of a lead analyst. That person also manages the event on site and produces post-event statistics. If the event is outside UAE, the person travels the day before, executes it and flies back.

> "We have an exceptional 98% rate of repeat business. Almost all our partners repeat events with us since they get a high ROI and strong lead generation from the collaboration."
>
> *-- Ronita Bhattacharjee*

"We don't have an office in any of the other countries in the Middle East apart from Saudi Arabia," Bhattacharjee said. "So we usually have one person traveling for an event of up to 300 attendees." For larger events, the conference team along with the lead analyst for that event works on content development, creating the agenda and managing speakers. The conference team takes on the gamut of event marketing duties from creating events' websites to e-mail campaigns, hard-copy invitations and telemarketing.

"They are also very strong negotiators," Bhattacharjee said. "We always manage to upsell extra services for custom events and increase the total value of the project. For the recently concluded Power to the Cloud, we upsold services worth 150% of the sale amount. Our budget margins always look very positive, thanks to shrewd negotiation skills and multiple supplier sourcing."

Bhattacharjee said the events team upsells "by adding services that were not included in the earlier scope, such as flying in and hosting cross-regional attendees, providing more IDC analysts at the event, branding the event, helping with entertainers, etc."

The conference team is also divided into countries, whereby one person handles one country and knows the organizations and end users there very well. They are also responsible for database building, account penetration and delegate qualification in that country.

"Our team goes out and meets CIOs and IT managers to collect information around their IT concerns, budgets and themes that can be addressed," Bhattacharjee said. "Over the years they have formed a strong relationship with the end-user community across the region. We also have an exceptional 98% rate of repeat business," she continued. "Almost all of our partners repeat events with us since they get a high ROI and strong lead generation from the collaboration. But perhaps our most noteworthy achievement is that, in spite of all the pressure and steep deadlines, our team members always have a smile on their faces."

For more information contact Ronita Bhattacharjee. ■

In Memoriam

***Sheryl Merchant** (third from left) poses with IDG Global Solutions colleagues including **John O'Malley** (now CEO, IDG Connect), far right, and Senior Program Delivery Coordinator **Karen Arnowski**, second from right, in an undated photo taken for an office holiday card.*

Sheryl Merchant, a long-time employee of IDG, died last week at age 66. Sheryl joined IDG in December 1981 as an administrative assistant and spent the next 27 years in positions of increasing responsibility at IDG Global Solutions. A long-time resident of the Framingham, Mass., area, Sheryl was a devoted volunteer with the Metrowest Humane Society for 25 years, serving as president of the organization for the past 12 years.

Although she left the company five years ago, Sheryl's memory is very much alive in the minds of co-workers who knew her.

"When I joined IDG Global solutions 17 years ago Sheryl was very welcoming and loved to pass on her knowledge and experience of IDG to me," said **Peter Bradley**, worldwide finance director, IDG Global Solutions. "The first time I met her I could tell she had a very big heart for helping others, and I will always remember her for her very infectious laugh — you couldn't help but be happy around her. My condolences to all her family and friends for the sad loss of a very lovely lady."

Expressions of sympathy in Sheryl's memory may be made to the Metrowest Humane Society, P.O. Box 1068, Framingham, Mass. 01701.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Gina Howells *IDG Global Solutions*

18

Pat Josefek *U.S. Media*
James Niccolai *IDG News Service*

17

Kate Zinn *IDG Strategic Marketing Services*

16

Jörg Breit *IDG Germany*
Karim Bahloul *IDC France*

15

Andreas Hedberg *IDG Sweden*
David Reinsel *IDC*

12

Melinda-Carol Ballou *IDC*

11

Gerald Murray *IDC*
Jason Cunliffe *IDC*

9

Mo Barrett *IDG Strategic Marketing Services*
Fouad Charakla *IDC MEA*

8

Gard Little *IDC*
Michelle Hockman *IDC*
Bruno Teyton *IDC France*

7

William Nguyen *IDG Australia*
Lilianne Lima *IDC Brazil*
Jimena Sisa *IDC U.K.*
Katherine Park *IDG Korea*

6

Greg Keizer *U.S. Media*
Christoph Mayer *IDG Switzerland*

5

Julia Talevski *IDG Australia*

4

Melissa Anderson *U.S. Media*
Ferdinand David *U.S. Media*
Edyta Kobielska *IDG Poland*

3

Maria Agrén *IDG Sweden*
Brandon Butler *U.S. Media*
Mark Holland *IDG List Services*
Heather Ashton Manolian *IDC*
Izabela Sakowicz *IDG Poland*
Fabian Vogt *IDG Switzerland*

2

Nadia Cameron *IDG Australia*
Sean Mullarkey *IDG U.K.*
Rafal Wojcieski *IDG Poland*
Pedro Dias *IDC U.K.*
George Kozma *IDC MEA*

1

Matt Kapko *U.S. Media*
Tommy Kehlenbeck *U.S. Media*
Laurie Lemmon *U.S. Media*
Melissa Aparicio *IDG News Service*
Moritz Kaiser *IDG Germany*
Shannen Khin *IDG Global Solutions*
Jacopo Mancini *IDC Italy*

noteworthypeople

Promotions

Marston

CIO Executive Council Account Director, Central **Kath Marston** has been promoted to Enterprise Director for the Central Region. "Kath will be bringing all her talents to develop this untapped region for the sales team," said **Kathleen Sullaway**, VP, Global Sales. "She stepped into her account director role and immediately made an impact to the organization, not just with her sales performance and client relationships but with offering her guidance and mentorship to the members of the Central team." kmarston@cio.com

New employees

Kasicki

New at IDG Poland is Project Manager **Władysław Kasicki** who comes from EBSCO Information Services Poland where he was an offer marketing specialist. He holds an M.A. in library and information science from Warsaw University and also studied IT service management at the Netherlands Saxion Hogescholen. In his free time he enjoys writing game scenarios and working out. wladyslaw_kasicki@idg.com.pl

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One on one

A We do have a small number of paid contributors — under 10% — who provide a steady stream of content. These are generally journalist-types who can commit to at least one or two posts each week. We pay a modest amount for each post, but we also provide a traffic-based bonus to encourage the bloggers to promote their posts as widely as possible.

Most of our contributors are folks with full-time jobs. They aren't really looking to make money from their contributions, and they don't have the bandwidth for more than one or two posts each month. Some are so busy they can only provide one post per quarter.

Q What sort of guidance do you offer your contributors?

A Initially I ask them to read over our ICN Guidelines, which provides advice on the length and tone of the posts. I've also sent out a monthly newsletter with updates on the program and advice on such topics as sharing to social media. I've also done several webinars on such topics as how to write good headlines or how to use the Image Manager in Apollo.

Q Do you ask contributors to sign a contract?

A Everyone signs a contract that lays out their rights and responsibilities as well as ours. I don't ask for particular number of posts, but we do negotiate a frequency of posts, and I mention that in the contract. Generally, people are comfortable with the contract, but every once in a while we have to go back and forth between the attorneys on both sides.

The most interesting thing (and this is very handy for my recruitment efforts) is that we do not keep the copyright on the content. We ask for a 15-day exclusive with it, but they are then free to repost it at their personal or professional blogs, use it in a book or a newsletter.

I'm happy to share a sample of our contract with anyone who's interested in its terms.

Q It's been about about nine months since the Contributor Network launched. What are some of the most important things you've learned about managing this network in that time?

A That each candidate is different. While we have a basic process for reviewing applications, sending contracts and setting up accounts, I usually have to spend a fair amount of time working with each applicant on some aspect of the program.

Q Are you aware of other IDG business units that are experimenting with similar networks?

A So far as I know, we're the only one right now. I did a short presentation on the program at the Global Product Line Meeting last October, which generated some interest. I've had inquiries and conversations with editors in England and India who are considering a similar program, but I don't think they've taken the plunge just yet. ■

celebrating10

Karen Arnowski

Senior Program Delivery Coordinator
IDG Global Solutions

Home
Auburn, Mass.

Joined IDG
June 2002 as an account executive at IDG Global Solutions.

Current title
Senior Program Delivery Coordinator. I assist IGS U.S. sales reps with gathering rates for proposals, putting together proposals, creating insertion orders, entering orders into our system and working with sites to ensure that all programs deliver in full.

Best part of your job
Every day is different, and I am dealing with new challenges every day.

Career highlight
I was named IGS Employee of the Year in 2012.

Memorable work moment
During my first months at IDG Global Solutions, I was trying to call IDG's office in the Netherlands and called the police department by mistake.

What's kept you at IDG for 10 years?
The people. I work with a great group of smart and talented people.

Interests outside the office
Yoga, reading and traveling when I'm able.

Most rewarding thing you've ever done
Currently I am a caregiver for my mom. Before she was taken ill, I was a English-as-a-second-language/literacy volunteer and my student, Rafat, was from Iran. I helped her with her English and helped her study for her citizenship exam. She passed with flying colors!

First job
Ward secretary at St. Vincent Hospital (while in college).

What it taught you
How fragile life is and the miracles that happen in hospitals. I also came to the realization that I never wanted to be a nurse.

JOE MOLA

Karen Arnowski *will celebrate her 15th year with IDG Global Solutions this June.*

Favorite celebrity encounter
I once managed the Guest Services Department at Apollo Computer. My department handled all customer visits. One day, Francis Ford Coppola, director of *The Godfather* movies, came to Apollo for a customer visit. We had no problem with speakers for this visit! We had plenty of volunteers.

Favorite vacation spot
Hawaii

Manager's profile
"Karen has been an integral part of the IGS team since 2002. She is an amazing team player who takes on new challenges and opportunities with great enthusiasm. Her incredible work ethic, dedication and willingness to go the extra mile are often recognized by clients and colleagues around the world."

Matika Angkatavanich, director, program management, IGS

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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IDG Strategic Marketing Services hosts EMEA Summit in Germany

The newly globalized IDG Strategic Marketing Services group focused on getting building ties between U.S. and European employees, brainstorming ways to collaborate and how to best serve customers.

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Also inside

- One on one: IDC's Vernon Turner focuses on the Internet of Things research offerings
- PCWelt app measures networks' mobile speed
- Unsung hero: Thomas Jank, Channel Partner, IDG Business Media

On the job: Syndicated Program Manager Madhura Moulik, IDC Asia/Pacific

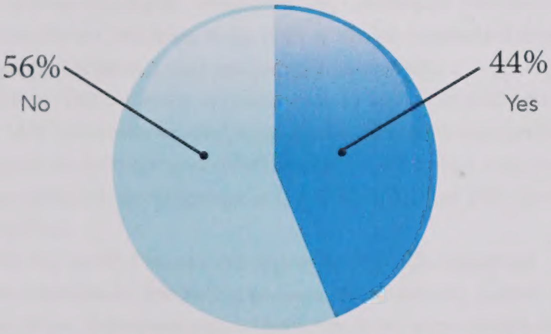
SEE MORE ON PAGE 5

IDG Business Media's lead-generation tool, SCORE, wins award from German publishing association.

SEE MORE ON PAGE 7

Question of the week results

Has technology improved the work/life balance?



Log on to www.idgcentral.com to vote on this week's question:

What do you think about an IoT-connected driverless car?

CLICK HERE

Video helps you identify malicious e-mail

Phishing/Spam Email
Tom Lupien : Technology Support Analyst
IDG
00:00
02:39
PLAY
email
get link
get code
MENU

IDG's Framingham, Mass.-based Help Desk created this short tutorial to help you identify potentially malicious email.

IDG SMS focuses on collaboration, best practices at EMEA Summit

Uniting under the program theme "Better Together," employees focused on Strategic Marketing Services in the U.S. and Europe met in Germany in mid-December.

IDG Strategic Marketing Services held its first SMS EMEA Summit in Munich, Germany, Dec. 15-16. There were 46 IDG employees in attendance including SMS dedicated personnel, local sales management and executives from seven EMEA markets (Germany, U.K., Sweden, Netherlands, Spain, Poland and Czech Republic) and senior managers from the U.S. SMS team.

IDG Strategic Marketing Services specializes in converged marketing solutions and services for IDG customers. The staff has expertise in content, design, platforms, audience, engagement and data optimization and serves both B2C and B2B technology markets. Late last year, IDG centralized all of the U.S. marketing services businesses (the Custom Solutions Group, Creative Lab and Strategic Marketing Services) and, more recently, started the process of unifying all of its worldwide marketing services business under the SMS banner.

Munich and the IDG Germany offices proved to be an ideal location due to its proximity to the IDG European markets and for its fantastic facilities, said SMS President **Charles Lee**.

"Our goal was to bring together SMS team members to meet their global counterparts in person, get a clear understanding of our objectives as one unified and centralized global SMS business and to collaborate on key steps and action items to accelerate marketing services revenue and growth, operational efficiencies and establish consistency of capabilities around the globe," he said.

Lee set the tone for a fun and collaborative gathering by creating a lighthearted digital "yearbook" with profiles of the attendees including photos, hobbies, skills, IDG tenure and outside-the-office passions that reflected each individual's personality.

The summit breakout sessions covered key functional areas of the SMS business including local market development; project management; editorial and social media; digital design and production; program development and architecture; and SMS process and workflow.

The key summit takeaways aligned with SMS's objectives, with an emphasis on marketing services development, growth and revenue scale. Attendees shared best practices, experiences and market intelligence that culminated in a dozen key action items for the overall SMS team. Some of the key action items include:

- Setting up a process for ongoing local market collaboration and creation and management of strategic market development plans.
- A common platform to pursue strategic account opportunities regionally.
- Creating a sustained process to introduce innovative products and solutions.
- Creating a universal set of marketing communication tools to support sales efforts.
- Establishing a unified global project management system.
- Establishing a common internal communication platform for ideas, resource tools and best practices sharing.

The SMS team aims to have action plans completed and in full motion by the end of March.

"I want to give special thanks to all the attendees whose active participation, contributions and teamwork helped make the summit a big success," Lee said. "We're already seeing some great results from the summit in regards to new program concepts and idea sharing."

He also credited IDG Germany employees for their hospitality and gave special thanks to IDG Germany Executive Assistant **Eva Hesse** and IDG Global Solutions Operations Manager **Donna Geary** for all their assistance and support.

"I thoroughly enjoyed meeting the SMS team," said IDG U.K. Publishing Director **Luc Borg**. "There is a huge amount of additional potential that I am confident we will all realize together, and I am looking forward to working closely with the group to help to enable this."

A similar Summit is planned for the Asia/Pacific region later this year.

Write to Charles Lee. ■

OneonOne

Vernon Turner

IDC

IDC's SVP of Research is this week's columnist. Reach him at vturner@idc.com.

> "At this year's CES…I sat in the passenger seat of a BMW 3i, which was capable of driving itself around a parking lot. It was fun and nerve-wracking at the same time.… However, it did show me that autonomous vehicles using the IoT ecosystem are not that far away from everyday use."

Q Can you briefly describe what the Internet of Things is?

A As you would expect from IDC, we have a very clinical answer that helps our customers know where their products and markets may align. Of course, not everything fits neatly into this definition, but here is an abbreviated definition: "The Internet of Things is a network of networks of uniquely identifiable endpoints (or "things") that communicate without human interaction." It is really important that sensors are connected to a network, at which point they become an IoT "thing."

Q What are some examples of the kinds of devices that can be part of the IoT?

A We forecast that there will be almost 30 billion things connected to our networks by 2020, so there is no shortage of devices that can be part of the IoT. Many of us have first-hand experience of the IoT through wearables (for fitness, health, etc.), in our cars (from measuring the performance of the engine to entertaining us) and, of course, in our homes with the smart thermostat that is connected to our home network.

Q When/why did IDC establish its IoT research practice?

A Back in the summer of 2013, we huddled up on the fourth floor of 5 Speen Street, hired an intern and, with the help of two colleagues (**Carrie MacGillivray** and **Denise Lund**), began to lay the foundation for a globally syndicated program, our first attempt at a market forecast and to get ready for IDC's major customer council in October.

We knew we had some terrific research from other groups that we integrated into our thinking and sizing. For example, the IoT creates massive amounts of data, so we took a look at the work done elsewhere at IDC. We knew that the sensor market was being tracked by our Semiconductor Group, so we invited its Program VP **Mario Morales** to guide us with his market knowledge. Finally, we saw that the precursor to the IoT was research done in the machine-to-machine (M2M) arena, so we knew how connected industrial networks were using sensors. IoT is much more widespread in its deployment and acceptance, predominantly crossing over from manufacturing to all forms of industry. In true IDC fashion, we had a lot of great assets to give us a solid foundation.

Q Briefly describe IDC's IoT research products/services? Is it a global program?

A There are two distinctive and specialized IoT services offered at the worldwide or global level. The IoT syndicated research program, called Internet of Things Ecosystems and Trends, is where customers get the current technology findings, while the Internet of Things Spending Guide is delivered by the Verticals Group for industry segmentation. These programs now have comparable programs in Canada, China, Western and Eastern Europe, and Asia so the IoT roots are spreading fast.

Q What kinds of initiatives has IDC taken to distinguish itself in this field?

A I mentioned earlier that our IoT research has such a strong core foundation that it has enabled IDC to create a very credible IoT ecosystem view, which we feel is what customers need to be successful in their markets. In other words, our market view is not one of a point product, but rather what does it take for an IoT solution to become enabled. Customers appreciate this broad view in a single program.

Second, we worked very closely with Cisco when they created a buzz around their Internet of Everything campaign. We were in at the ground floor of them planning the IoT World Forum and helped them establish a vendor-neutral stance at the forum. The forum, which was first held in Barcelona, Spain, in 2013, is a gathering of industry, academics, and innovators that helped establish the IoT industry by defining standards and usage models of the technology. Subsequently, I volunteered to be on the forum's marketing work group since I felt that this would be a natural place where IDC's strengths could be used.

Q What are some of the more interesting trends you are seeing in this field?

A At this year's CES in Las Vegas, I sat in the passenger seat of a BMW 3i, which was capable of driving itself around a parking lot. It was fun and nerve-wracking at the same time as we managed to stay clear of the throngs of people. However, it did show me that autonomous vehicles using the IoT ecosystem are not that far away from everyday use.

Q Are there a few elements of IoT research

continued on page 7

PC Welt app measures mobile networks' speed and acts as mobile stories source

Since late last year, IDG Germany's PC Welt has been partnering with the French firm 4Gmark on a mobile-provider speedtest app for consumers that creates a crowd-sourced test database of Germany's four leading mobile networks. While users gauge the quality of their mobile provider, PC Welt gains a source for stories on the local mobile market.

"There are multiple purposes for this app," said **Christian Löbering**, PC Welt vice editor-in-chief. "The most important is to inform consumers on a nearly real-time basis about the quality of Germany's four mobile networks. The second is to provide us with insights for new mobile-market stories. The third is to improve the development of Germany's mobile networks. Since the app's results are public, we want to make the providers aware of the quality of their networks and motivate them to improve them." Löbering said 4Gmark is "very interested in cooperating with other IDG business units to provide them with the appropriate data for their country."

The free 4Gmark app, co-branded by PC Welt and 4Gmark, France's leading mobile-network-testing app developer, is available for Android, iOs and Windows Phone devices. The app not only measures the upload and download speeds from Deutsche Telekom, Vodafone, O2 and Eplus, but also their video-streaming quality and Web navigation ability on international websites. Test results are collected in a database with the results displayed in near real-time in dynamic graphics on an exclusive PC Welt site. There is also an interactive, zoomable map with all users' test results.

The app offers two tests, the Speed Test and the Full Test. After the app has been installed and connected to a mobile network the first test downloads and uploads data from and to a 4Gmark server for 10 seconds via the HTTP protocol. This provides the download and upload speeds of the user's connection and her location at that time. The app then sends out three consecutive HTTP requests to the 4Gmark server and checks the response time. The Full Test runs the above tests and measures how long it takes for a 30-second YouTube video to load and checks to see if the load is interrupted for buffering. The Full Test then runs the Surf Test, which consecutively opens 20 large international web pages such as Google, Facebook and Amazon and measures the time it takes for them to load completely. All the measured data — the current location, time, provider and connection information — is uploaded to the 4GMark database.

Löbering said PC Welt would share the results with the four German providers. "We will not and cannot push the raw test result data to the providers since this data is owned by 4GMark. But since we have the exclusive right to use the results from Germany in the form of the graphs on our site, we will inform the providers about their existence," he said. "In France the graphs made from the app's data have already had a huge impact on the awareness and marketing of the French ISP."

PC Welt Editor ***Daniel Behrens*** *(left) and Vice Editor-in-chief* ***Christian Löbering*** *partnered with Thierry Moncorger of 4Gmark and Fabien Renaudineau of Evea Telecom on the speed-test app.*

4Gmark would like to cooperate with other IDG business units on mobile network speed projects. Contact Christian Löbering to get contact information for 4Gmark.

While the app is available everywhere, the real-time graphs are currently only available in Germany and France. "We've launched the co-branded app in Austria," Löbering said, "and will get the same graphs and map soon." The app has more than 160,000 active installs worldwide, with 25,000 currently in Germany and 40,000 in France, with the remainder in the U.S., Russia, Italy, Japan, Brazil and the U.K.

PC Welt Editor **Daniel Behrens** said PC Welt is promoting the app "through all the channels we have at IDG Germany" to get as many Speed and Full tests done as possible "since this gives us the most valid, current data. Every week we run a short app-results update article online, and every three months we will produce a bigger comparison story on the status of the mobile networks in Germany."

For more information contact Christian Löbering. ■

Job Spotlight

On the job: Syndicated Program Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Madhura Moulik

Title Syndicated program manager, IDC Asia Pacific, Singapore

What a syndicated program manager does In FY14, IDC Asia Pacific decided to repackage its end-user business offerings and take the market by storm. (Microsoft, Dell, Oracle, etc. are vendors, and organizations using the products and services of these vendors are end users.) IDC invested in a dedicated sales and support team to help with client queries, pricing, business development and marketing. I was hired to manage the program and am responsible for everything except sales (i.e., I do not have a sales target as such). However, I help the sales team with new customer acquisition, post-sales queries, renewals, business development and marketing activities to promote the program within the region. I deal only with the syndicated research offerings, however, due to my extensive client engagement I'm involved in moderate consulting and lead-generation activity as well.

The services I provide and who my customers are My primary customers are mostly external, end-user organizations that use IDC data and research to nail their business questions and technology investments. I deliver answers to these queries, collaborating with IDC's internal analyst teams.

Key skills required for my job Excellent interpersonal skills and the ability to read and understand a bit of technology. My role does not demand any rocket-science abilities, as long as someone can talk, negotiate and reason with other human beings they can do it. However, they have to be quick in ramping up their knowledge of IDC's current clients, understanding their business, their key decision makers, IDC analysts and products, how to find the answers to the client questions and strike a mutually beneficial deal for both IDC and the client. One also needs to be very proactive and constantly find innovative ways to keep IDC top of mind for our clients by supplying interesting information related to client's business and keeping them engaged. Being flexible helps a lot as well for demanding and "always in a hurry" clients.

A typical day Answering client queries about the market and their IDC subscription, talking to analysts in person instead of emailing them to accelerate the delivery process (hounding the analysts always helps!). Taking some time each day to engage in customized proactive outreach activity and reading what's new in IDC's published research and press releases.

IDC Asia Pacific Syndicated Program Manager ***Madhura Moulik*** *joined IDC in 2009 as a shared operations manager with IDC India..*

Best part of my job Meeting the clients, understanding what keeps them awake at night (work-wise), and how I can make them look better using IDC research.

Most challenging part of my job Cross-regional interactions. The different time zones make for long and odd work hours. Singapore is 12 hours ahead of the U.S. and about five hours behind Australia and New Zealand, so we need to manage client expectations, and anything urgent has to be dealt with very efficiently and carefully. The other thing is to focus on passive clients, the shy folks who need loads of poking and small talk to be made comfortable and open up to engage with IDC.

A recent accomplishment I'm proud of my entire six-year career with IDC. I built a team at IDC India from scratch and grew it to eight members with zero attrition for nearly its first four years. I moved to Singapore to manage the end-user business, and we currently have 50-plus clients (of course, it's all due to the fabulous team I work with). Additionally, IDC has been awarded a consulting project by one of our quietest clients and have a few others brewing in the pipeline, all thanks to the constant client engagement.

What my colleagues would be surprised to learn about me I am almost blind without my contact lenses. I am a professional potter; some restaurants and pubs in Bangalore, India, use crockery I made. ■

noteworthypeople

Promotions

IDG WORLD UPDATE

Chue

Eliza Chue, previously **IDG Strategic Marketing Services** manager, Program Architecture, Cross Segment is now senior manager, Program Architecture. "Eliza sets the gold standard for getting the job done," said IDG SMS President **Charles Lee**. "Her tremendous work ethic and complete grasp of IDG products and overall marketing landscape have yielded universal respect across the organization. Over the past year, Eliza has taken a leadership role to drive millions of dollars on larger, more strategic programs for clients such as Intel, Cisco and HP. In her new capacity, she will continue to work on larger, integrated programs for our largest accounts." echue@idgcommunications.com

Andrea Heaney, previously **IDG SMS** manager, Program Architecture, Consumer, has been promoted to senior manager, Program Architecture and Product Development. "Andrea is a fantastic team player who developed over 150 custom proposals that contributed to the generation of US$3M in revenue for IDG in 2014," Lee said. "In her new role, she will serve as a dedicated SMS resource to the TechNetwork for Architecture and New Product Development. While Andrea will continue to perform the excellent program architecture work, she will also work as the product development lead in developing new solutions to specifically fit the needs of TechNetwork." aheaney@idgcommunications.com

Mariani

Previously **IDG SMS** project manager, **Jennifer Mariani** is now program manager on the Integrated Solutions Management team. "Jen is an incredibly hard worker," Lee said, "and she has truly demonstrated her ability to gracefully manage increasingly more complex and dynamic program within SMS. Jen has gradually been taking on more and more complex programs over the past year. Not surprisingly, Jen has flourished and so will be taking on more of the programs coming through the Program Architecture team." jmariani@idgcommunications.com

IDG WORLD UPDATE

Parisi

Meghan Parisi, previously **IDG SMS** manager, Product Development, is now senior manager, Product Development and Process Management. "Meghan began her career at IDG in 2009 as a sales assistant at IDG Enterprise," Lee said. "Her easygoing nature, can-do attitude and abilities were soon recognized with a multitude of High Five cards provided by her peers, a 2010 Teamwork award and a 2010 Summit Award. In 2011 Meghan moved to SMS as a product developer, and her ability to help others in their day-to-day roles, put together winning proposals, come up with sales rationale and present in front of clients and peers alike resulted in Meghan's quick rise among the sales team to a person of 'invaluable' substance. Meghan has taken on every challenge thrown at her with gusto and enthusiasm and risen to every occasion." mparisi@idgcommunications.com

Previously **IDG SMS** associate analyst, Social Media Marketing, **Amanda Woolf** has been promoted to social media analyst. "Over the past year, Amanda's responsibilities have expanded to include educating the internal and international teams in the use of our social listening platform to gain editorial insights," Lee said. "She has also led the development of Twitter Chat benchmarking methodologies. She has trained various new team members in our social media programs and represents IDG professionally and intelligently, both in client calls and at critical meetings such as the Global Product Line Meeting. Amanda's outstanding ability is only matched by her incredibly positive attitude." awoolf@idgcommunications.com

New employees

Maier

Previously an editor/producer with MV Media GmbH, **Florian Maier** joins **IDG Germany** as an editor. He earned a B.A. in communications and media from the University of Passau and enjoys film, cars and TV. fmaier@idg.de

Valentini

New at **IDC Framingham** is Senior Research Analyst, Business Workflow **Arianna Valentini**. Previously a senior research analyst with InfoTrends' digital marketing and media consulting group, she holds a BFA in visual media and an M.S. in print media from the Rochester (N.Y.) Institute of Technology. An "avid, if slow, runner" and yoga practitioner, she is also a "passionate DIYer, especially when it comes to home décor." avalentini@idc.com

IDG WORLD UPDATE

Lee

Peggy Lee joins **IDG Communications**' Digital Media Group's San Francisco team as a quality assurance and release manager, coming from Good Technology where she was a QA manager. A graduate of San Jose (Calif.) State University, she holds a B.S. in molecular biology with a minor in chemistry. Away from the office she enjoys spending time with her husband and two sons, rubber stamping and "finding great bargains (aka 'shopping')." plee@idgcommunications.com

Returning employees

Danielson

Returning for his third stint at IDG, **Per Danielson** is **IDG Sweden**'s new marketing and communication director. He was previously news editor at Computer Sweden, left to be a Reuters senior correspondent and returned a year later to launch the IT24 site. Most recently he was a senior advisor at Spotlight Public Relations working with clients such as EMC, Oracle, Adobe and EA Games. He earned a degree in computer engineering from Sweden's Uppsala University and enjoys reading and following the Dallas Cowboys. per.danielson@idg.se

Noyes

The **IDG News Service** has hired **Katherine Noyes** as a senior correspondent covering enterprise software. She previously wrote about Linux and open source software for PC World and was also a senior editor with CIO; most recently she was a contributing writer at Fortune magazine and a freelance writer for The Linux Foundation and ECT News Network. She earned a B.A. in English from Queen's University in Kingston, Ontario, and an MBA from Bentley University in Waltham, Mass. Besides spending time with her family — "I read all seven Harry Potter books out loud to my children" — she enjoys hiking, baking bread and cooking in general. "I also have an unfortunate marzipan habit." katherine_noyes@idg.com

Password tip

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

Lead-generation tool wins award from German publishing association

IDG Germany's SCORE project, a sophisticated lead-generation tool, won the bronze medal for Best Achievement in Media Sales/Marketing from the German publishing association VDZ Akademie. The award is part of the Futurum Vertriebspreis ("Futurum Sales Prize"), a collection of awards in a variety of categories.

Developed in-house in 2013, SCORE provides clients with more highly qualified leads based on very detailed, real-time tracking of all user behavior on the company's BtoB websites. The knowledge gained from the profiling process can be used for clients that want to target users with built-to-fit content as well as direct marketing activities and lead gen campaigns.

Clients that use SCORE showed a substantially higher conversion rate — more than four times the norm — justifying a higher cost-per-lead rate for the SCORE campaigns. IDG Germany earns anywhere from 700 to 1400 euros (US$791 to $1,583) for each lead identified through SCORE, said **Mirja Wagner**, head of database operations for IDG Business Media in Germany.

More than 20 clients have signed up to use SCORE, including Microsoft, Oracle and IBM.

In addition to Wagner, members of the SCORE project team are Publishing Director **Michael Beilfuss**, Content Manager/Program Management **Mehemt Semerkant** and Head of B2B Website Management **Stefan Hügel**.

Write to Mirja Wagner. ■

www.vdz-akademie.de
FUTURUM
VERTRIEBSPREIS

Mirja Wagner (center), head of database operations for IDG Business Media in Germany, traveled to Hamburg to accept the award last month.

continued from page 3

One on One

that clients are most interested in?

A I think that traditional IT suppliers (such as IBM, Cisco, Oracle, HP, etc.) are trying to work out where and how they play in the transformation of industry (sometimes called the Industrial Internet or Industry 4.0) as industry becomes highly connected through the wide-scale deployment of sensors. The industrial companies (Bosch, GE, Schneider Electric, etc.) are looking at their data gold mines and looking for cloud and big data solutions but need IT expertise. Both sides of IoT are looking for help in this transformation — and it truly is a transformation of almost every industry sector.

Q Do you use/have any IoT devices either at home or work?

A Indeed I do. I have two wearables on me all the time: a Jaw Bone Up (for heart and health monitoring) and a Tom Tom GPS watch for helping me run smarter (but not faster yet!). ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

34
Karen Weston *IDC*

28
Paul Mercer *IDG List Services*

27
Gregg Pinsky *U.S. Media*
Laura Brady *IDG Accounting*

20
Julie Boudreau *IDG Human Resources*
Barbara Simon *IDG Australia*

17
Christian Möller *IDG Germany*
Roman Maceska *IDC CEMA*

16
Steffen Berchtold *IDG Germany*

15
Brad Nickerson *IDG Corporate Services Group*
Donald Jin *IDC*
Jan Siroky *IDC CEMA*
Hannah Richardson *IDG Australia*

14
Marie-Henriette von Wangenheim *IDG Germany*
Jan Hein Bakkers *IDC Benelux*

13
Neal Silverman *U.S. Media*

12
Mike Gee *IDG Australia*

11
Efrain Lopez *IDC*
Todd White *IDC*
Mimei Ito *IDC Japan*

10
Giovanna Saba *IDC U.K.*

9
Yukiharu Yorifuji *IDC Japan*
Sergio Domingues *IDC Portugal*
Andrew Golovnykh *IDC Ukraine*
Shabana Mahadiwala *IDC MEA*

8
Susan Celli *U.S. Media*
Pam Stenson *CIO Executive Council*
Tina Marfori *IDG Strategic Marketing Services*
Agata Kuron *IDG Poland*
Hiroshi Shibutani *IDC Japan*
Michael Salo *IDG Sweden*
Anna Lagercrantz *IDG Sweden*

7
Alexis Hines *U.S. Media*
Daniela Kretschek *IDG Germany*
David Bradshaw *IDC U.K.*
Sergey Maschenko *IDC Ukraine*
Oren Raviv *IDC Israel*
Sylvia Wunsche *IDC Netherlands*
Brian Jackson *IT World Canada*

6
Marci Yamaguchi Hughes *U.S. Media*
Jason Fleckles *CIO Executive Council*
Patricia Soto *IDC Chile*
Wijnand Plekker *IDG Netherlands*

5
Nancy Pfister *U.S. Media*
Lucie de Garnier des Garets *IDC CEMA*

4
Jorge Amador Rodriguez *U.S. Media*
Matthew Marden *IDC*
Denise Lund *IDC*
Aysen Demir *IDG Germany*
Carlo Davila *IDC Peru*
Monica Goddard *IDG Connect*
Stanislav Dohnansky *IDC CEMA*
Alex Kwiatkowski *IDC U.K.*
Matthew Marden *IDC*

3
Thor Olavsrud *U.S. Media*
Thomas Alexander *U.S. Media*
Stephanie Reitman *U.S. Media*
Catherine Soper *IDC*
Mehmet Semerkant *IDG Germany*
Joey Noordhoorn *IDG Netherlands*
Patrick van As *IDG Netherlands*
Jesper Markmann *IDC Nordic/Denmark*
Hamza Naqshbandi *IDC Saudi Arabia*
Mariya Zhilina *IDC Russia/CIS*

2
Catherine Li *U.S. Media*
Kristin Bollus *IDG Connect*
Johannes Rohe *IDG Germany*
Kentaro Morita *IDC Japan*
Pim van Dijk *IDG Netherlands*
Tomas Doktor *IDC CEMA*
Alexandra Ovtchinnikova *IDC Russia/CIS*

1
Kendra Rhodes *IDC*
Andy Schackow *IDG Germany*
Jessica Schmitz-Nellen *IDG Germany*
Fayaz Khaki *IDC U.K.*
Kelly Kircher *IDC Germany*
Abraham Prieto *IDC Spain*
Sean Eo *IDG Korea*
Tony Ibrahim *IDG Australia*

unsunghero

Thomas Jank

ChannelPartner Sales Director

IDG Germany

IDG Germany Associate Publisher and VP/Sales ***Sebastian Woerle*** *named ChannelPartner Sales Director* ***Thomas Jank*** *his team's Unsung Hero. "Thomas is a talented, focused and results-driven sales professional. He was one of the first online salespeople within IDG over a decade ago and contributed a lot to the early success of IDG in that space. Ever since, he has been committed to online growth and finding new products and solutions. Besides that, he is always good for a chat, he keeps motivating his colleagues with a joke and a laugh, and his talents as an entertainer on IGS ski trips are unbeaten."*

Home Born in Munich, currently living in Weßling near Munich.

Joined IDG 2001

Title Sales director for online print and events, ChannelPartner. I started as an online account manager in a B2B sales team for all IDG Germany business brands. After some restructuring in 2005 I joined ChannelPartner as key account manager, Online Sales and then became senior key account manager, Online Sales then account director.

Primary job responsibilities Creating and selling integrated products with my colleagues to keep ChannelPartner on its revenue track and make it a profitable unit of IDG Germany.

Three things I do in a day's work Talk to clients, offer integrated proposals, work efficiently. And have a laugh with colleagues and clients and try to avoid too many unnecessary meetings.

What I love most about my job Working with a team of motivated, well-connected and skilled colleagues to achieve our revenue targets in the stormy market of the IT channel.

Hot-button issue I'm dealing with on the job Always trying to have attractive offers at the best prices in a competitive and changing market environment.

ChannelPartner Sales Director ***Thomas Jank*** *joined IDG Germany in 2001.*

Latest accomplishment Maintaining online growth and keeping print revenues stable. I recently landed an integrated Hewlett-Packard deal worth 140,000 euros (US$162,000).

Career highlights Being able to call some of my long-term, trusted clients friends; winning a trip at IDG Germany's Christmas staff party a couple of years ago.

What I'm doing to be a better employee Staying close to our customers, being where the money is, keeping an eye on our competitors, sharing information with my colleagues and trying to be quick in recognizing sales opportunities and closing deals.

Interests outside the office Family, sports, supporting the "only" football team in Munich — TSV 1860 München — and collecting vinyl records. If anybody has any to sell, please contact me.

What others can't tell just by looking at me I like to sing karaoke although my voice sounds like a watering can.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Sebastian Woerle *IDG Germany*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDC solidifies position in Central Asia with events, partnerships

IDC Central Asia CIO Summit
Accelerating into the Curve
Andrew Beklemishev
IDC Central Asia and Azerbaijan

Andrew Beklemishev, regional director for IDC Central Asia, addresses the more than 100 C-level executives in attendance at the second annual edition of its flagship event for the region, the Central Asia CIO Summit.

SEE MORE ON PAGE 4

Also inside

IDC presents annual Peacock, Motsenigos awards

One on One: IDG Enterprise SVP Sales Sean Weglage

One the Job: Jon Carrado, digital media coordinator, IDG TechNetwork

Charles Lee named president of IDG Strategic Marketing Services; other key promotions announced.

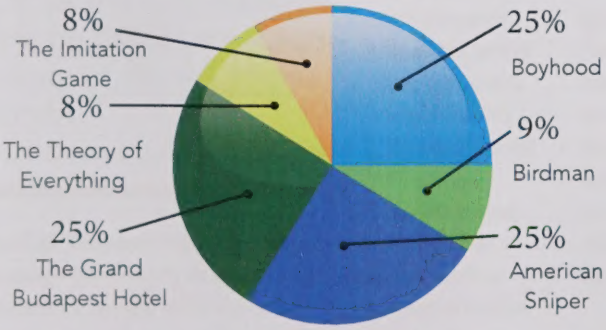
SEE MORE ON PAGE 6

Celebrating 10: Carrie Mathews, director of CIO Programs, CIO Executive Council, marks a decade.

SEE MORE ON PAGE 8

Question of the week results

Which movie will win the Oscar for Best Picture?



(There were no votes for Selma or Whiplash.)

Log on to www.idgcentral.com to vote on this week's question:

Has technology improved the work-life balance?

CLICK HERE

Check the news summary for IDG, IDC and industry media mentions

The daily news summary produced by IDG Corporate Communications recaps and links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry from around the world. Recent news items include:

Addressing Mobile in Emerging Markets: Lead or Be Led (ClickZ)

Where Viewability Is Today -- And Why It's Critical For Digital's Tomorrow (MediaPost)

Inside Forbes: What Journalists Must Know — and Can Do — About New Upheavals in the Ad World (Forbes)

ComScore to Tally Viewers Across Their Many Devices (New York Times)

2015 Will See The Rise Of Dark Social (MediaPost)

You can request to receive the summary via email or view it on IDG Central's In the News section. To be added to the distribution list — or to submit press coverage or an announcement from your business unit — contact Susanna Hinds or Christan Balch.

IDC presents annual Peacock, Motsenigos awards

IDC President & CEO **Kirk Campbell** presented the company's most prestigious research awards at a ceremony last week at IDC's headquarters in Framingham, Mass. Research Director for IT Consulting & Systems Integration **Gard Little** and Group VP/IT Executive Programs **Joe Pucciarelli** received the 2014 Peacock Award for research quality. Senior Vice President of Research **Vernon Turner** received the 2014 Alexander Motsenigos Award for Outstanding Innovation.

IDG WORLD UPDATE

*(L-R): IDG President & CFO **Ted Bloom** stopped by the awards presentation to congratulate Group VP/IT Executive Programs **Joe Pucciarelli**; Research Director for IT Consulting & Systems Integration **Gard Little** and Senior Vice President of Research **Vernon Turner**. IDC President & CEO **Kirk Campbell** announced the awards on Jan. 20.*

Little joined IDC in 2007 as a research manager with significant experience in business and IT consulting and quickly established himself as one of the most highly regarded IDC analysts in the Services group who is sought after by clients for strategy sessions, Campbell noted. In 2014 he participated in writing 17 different research documents including three Marketscapes and was engaged in over 30 consulting and Go-to-Market projects. "Gard is a consummate and meticulous researcher who always delivers to clients on time," he said.

Pucciarelli joined IDC in 2005 with more than 20 years of technology and business experience including five years as a research executive at Gartner. "Joe is recognized as a key leader at IDC for his research thought leadership and innovation as well as collaborating with and mentoring research analysts across the entire IDC organization," Campbell said. Pucciarelli spearheaded the IDC Research Network and introduced the peer research community in which all end-user research is posted for review before publishing, resulting in higher quality documents and better information sharing. "In addition, in 2014 Joe and his research team accomplished the Herculean task of writing 10 MaturityScapes and MaturityScape Benchmarks in the area of IT Transformation," Campbell added.

> "Vernon has working tirelessly this past year to champion IDC's new Internet of Things research... launching a new global survey and representing IDC as the only research firm on the steering committee of the IoT World Forum."
>
> *-- Kirk Campbell, president & CEO, IDC*

The Peacock Award honors the exceptional research standards set by Jim Peacock, an IDC vice president for 15 years until his death in 1981. IDG's late chairman and founder, **Pat McGovern**, established the award in 1985 to honor Peacock's accomplishments. The award recognizes employees who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients. IDC's vice presidents and senior vice presidents nominate employees for the award, and Campbell makes the final selection.

Turner, who joined IDC in 1999 with 20-year background in technology management, was recognized for "working tirelessly this past year to champion IDC's new Internet of Things research including collaborating with analysts around the world to develop IDC's IoT research, launching a new global survey, representing IDC as the only research firm on the steering committee of the IoT World Forum and closely working with clients who then ordered $750,000 in new IoT research and consulting," Campbell said.

The Motsenigos award, established in 2013, honors the memory and accomplishments of the late program VP who launched and built the Worldwide Services Contracts database, a repository of IT and business services data that has been the industry standard.

Write to Gard Little, Joe Pucciarelli and Vernon Turner. ■

OneonOne

Sean Weglage

IDG Enterprise

IDG Enterprise's SVP/Sales is this week's columnist. Reach him at sweglage@idgenterprise.com.

> "When you work with clients to solve their problems, not just sell them solutions, they often become repeat customers no matter where they go, and they also pass along your name to others in their network."

Q What is your scope of work?

A I lead the eight-person U.S. East Coast Sales team for all IDG Enterprise brands: CIO, Computerworld, CSO, InfoWorld, ITworld and Network World and also manage ITwhitepapers and JavaWorld. We are an integrated team that handles print, digital, custom program and events. **Julie Ekstrom** is my counterpart for the West Coast team, and **Adam Dennison** is the SVP for Events across the U.S. Our integrated teams work with Adam's team, and we all sell events.

Q What has been the customer response to IDG Enterprise's new sales structure?

A In mid-September 2014 we shifted the IDG Enterprise media sales team from a brand-based to a geography-based structure that allows the teams to sell the whole portfolio. This gives the client a main point of contact for all brands inside IDG Enterprise and a much easier way of doing business with us. The client feedback has been tremendously positive. Almost every client has said "It's about time" and thanked us for making it easier for them to do business with us. They love our brands, and this gives them options to do brand programs and also pan-IDG Enterprise programs without having to meet with sometimes as many as seven people.

For example, one company that was only running on Network World with a relatively small budget every few months is now running across all brands and increased their budget to run every month for three times the original budget.

Another company said because of the restructure they gave an additional $50,000 to a buy that included two new sites to their marketing plan; before they would have only looked at CIO.com as they didn't want to go through the trouble of dealing with multiple reps. The new structure gets them to see the whole portfolio at IDG Enterprise and encourages them to increase their budget to other places they would not have looked at before.

Q What have been some particularly effective editorially driven sponsorship programs at IDG Enterprise?

A The editorial programs are very important to our brands and continue to be something the clients want. Some of the top programs are the InfoWorld Deep Dive Program, ITworld Owner's Manual Program and Network World Challenge Series.

Q How important is consultative selling compared with a more traditional sales approach?

A There are so many salespeople out there, and you are always looking for what separates you from all the rest. I believe consultative selling is the best approach to differentiate you from the pack. Two key elements of this are good listening skills to fully understand the client's needs and the ability to find and share information that will help your clients with their jobs. Your role is not just always trying to sell them something — it should be something that enhances their business. If your portfolio does not have what they are looking for, then you need to be able to help them find the right information or point them in the right direction. Even if you don't have the exact information they need, you should still show them that you've tried to help find them a solution. You can't just say, "Sorry it didn't work out" and move on.

When you work with clients to solve their problems, not just sell them solutions, they often become repeat customers, no matter where they go, and they also pass along your name to others in their network. I have a framed letter on my wall from 1999 from a client who wrote to tell me how well I had handled her business consultatively. Here we are in 2015, and we are still working together. She's gone on to many new roles and companies. She tells her team at each new place of business that I am the first person she calls or e-mails.

Q What are some ways IDG can provide superior customer service to distinguish IDG in the market?

A Be the first to submit your RFP. I train all my team members to try and submit days before the due date, if possible. Being the first to submit usually gives the client a sense that you really care and want their business. Plus, it gives them a chance to look over the RFP before they get busy reviewing other RFPs that come in.

It's also very important to reply to client questions quickly; don't wait until the next day or pass the question on to someone else. Even if someone on my team is not the right person to provide the answer a client needs, they will respond promptly and tell the client to expect

continued on page 7

IDC asserts itself in Central Asia

Events, partnerships help to raise company's profile throughout the region

IDC's office for Central Asia and Azerbaijan continues to raise its profile in Kazakhstan and the wider region of Central Asia through a combination of IDC-sponsored activities, a partnership with the Kazakhstan IT Managers Society and close collaboration with the Kazakhstani government around various ICT development initiatives.

IDC held the second annual edition of its flagship event for the region, the Central Asia CIO Summit, in September 2014. Held at the Ritz-Carlton hotel in Almaty, Kazakhstan's largest city and its major commercial and cultural center, the event attracted more sponsors (20) and C-level executives (more than 100) than the debut event held in 2013 with attendees representing the private and public sectors across six countries in Central Asia and Azerbaijan.

***Andrew Beklemishev**, regional director for IDC Central Asia, presented at the fourth annual Kazakhstan IT Managers Society Summit.*

In November 2014, IDC organized the fourth annual Kazakhstan IT Managers Society Summit. The Society is the largest independent IT professionals' organization in the region established to advance IT management and grow world-class CIOs. **Andrew Beklemishev**, regional director for IDC Central Asia, helped establish the society four years ago and now has a seat on its management board.

"These types of events illustrate IDC's unique position as the nexus of the regional ICT industry, supporting and serving the needs of the ICT community in Central Asia and Azerbaijan, encompassing ICT users, vendors and governments alike," Beklemishev said.

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ALMATY
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***Steven Frantzen,** IDC SVP for EMEA (front row, right), participates in a board of trustees meeting of the Innovation Cluster "Park of Innovative Technologies" of Kazakhstan. The president of Kazakhstan, Nursultan Nazarbayev (center) chaired the meeting.*

IDC has also been very active in supporting Kazakhstan's national economic development strategy in which the ICT sector represents one of the key pillars of the "economy of the future," according to the government's State Industrial Innovation Program. As part of its ongoing cooperation with the national ICT holding company, Zerde, and as an official guest of the Kazakhstani government, IDC was invited to participate in the United Nations' annual Global e-Government Forum entitled "Smart Governance for Sustainable Development: New Opportunities for Partnership in a Networked Society," held in Astana, Kazakhstan, in October 2014. As a full participant, IDC managed the moderation of the event's leading session attended by the country's Prime Minister Karim Massimov, the UN's Under-Secretary-General for Economic and Social Affairs Wu Hongbo, the Deputy Secretary-General of the International Telecommunication Union Houlin Zhao, and the Minister for Investment and Development of Kazkahstan Aset Issekeshev, along with several other dignitaries.

Finally, IDC, represented by **Steven Frantzen**, senior VP for EMEA, was invited to participate as a founding member of the Board of Trustees of the Innovation Cluster "Park of Innovative Technologies" of Kazakhstan, which is chaired by the president of Kazakhstan, Nursultan Nazarbayev, and includes participation by Prime Minister Massimov and other leading public and private sector dignitaries. The initiative represents the cornerstone of Kazakhstan's national development strategy for local innovation in ICT and other key industries such as oil/gas, transportation and energy.

"These activities confirm IDC's position as the leading provider of ICT research, events and advisory services in Kazakhstan and Central Asia," Frantzen said. "Our local team, led by Andrew, has done an extraordinary job positioning IDC in this region." ■

RUSSIA
UKRAINE
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KYRGYZSTAN
TURKEY
CHINA
UZBEKISTAN
TURKMENISTAN
TAJIKISTAN
SYRIA
IRAQ
IRAN
PAKISTAN
AFGHANISTAN
INDIA

Job Spotlight

On the job: Digital Media Coordinator

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name
Jon Carrado

Title
Digital Media Coordinator, IDG TechNetwork

What a digital media coordinator does

My job title lies in advertising operations. I am responsible for the booking, trafficking, optimizing and reporting of digital advertising campaigns. I manage these campaigns using a variety of ad serving platforms, such as Doubleclick for display and mobile/tablets, LiveRail for video and exchange-based media-buying platforms. I work very closely with our sales team and fellow ad ops colleagues throughout all stages of the campaign delivery cycle. It's my responsibility to ensure that my territories' ad campaigns perform well according to benchmarks set by our clients.

The services I provide and who my customers are

I ensure that our digital ad campaigns perform well and deliver on time for our clients. It is crucial to maintain a clear communication channel between our sales team, third-party ad agencies and our advertisers. As a team, we provide first-to-market advertising solutions for technology marketers — mostly within the IT industry. Using our growing ad network, we connect our clients' branding needs to a large audience of enterprise decision makers and technology enthusiasts.

Key skills required for my job

Strong organizational, multitasking and communication skills are a must. We work in a very fast-paced environment in which it is necessary to handle numerous requests at a time. Being able to collaborate with coworkers on assigned tasks is essential. Aside from that, basic technical know-how and Excel skills are required since we work within the digital space and are the go-to contacts for any questions concerning our business's capabilities.

A typical day

On a typical day my time is spent responding to any inquiries our sales team has and implementing new campaigns. I am also proactively involved in optimizing existing campaigns' performance and pacing. Strategy comes into play when we are determining the best methods to meet our clients' needs while simultaneously maintaining our profit margin. I collaborate with a variety of teams within our organization on a daily basis.

ERIK SWANSON

*Just out of college, Digital Media Coordinator **Jon Carrado**, joined IDG TechNetwork in July 2014.*

Best part of my job

Being able to work with such a great team of people. I like the sense of community and how all of our collective efforts determine our success. When I first started in July, everybody was very welcoming, friendly and willing to help me get up to speed. I'm thankful to walk into the office every day knowing the time spent working with my colleagues will be enjoyable.

Most challenging part of my job

Since we work across several territories, the job can become a bit overwhelming with many requests coming in at once with short deadlines. At times, it is necessary to block off some time on the calendar and focus on the one daunting task that needs to get done.

Why I got involved in this career

I've always been interested in the advertising industry, and my major in college was marketing. I also had a couple of analyst internships involving technology products. I was looking for a career that matched my qualifications, was challenging and was in the New York City area. As I was reading through the job posting, I immediately knew it would be a great fit for me, so I applied, hoped for the best and here I am!

What my colleagues would be surprised to learn about me

I spent a lot of time on an online forum when I was about 14 years old helping people learn how to create basic custom personal profile layouts for blogs and websites. It was mostly for fun, but I did receive a couple of donations through my PayPal account. ■

noteworthypeople

Promotions

Lee

Charles Lee, previously senior vice president of **IDG Strategic Marketing Services**, has been promoted to president of SMS. IDG is now globalizing its SMS business, working in concert with locally owned and operated business units in key IDG markets. "Charles has had a stellar, almost 10-year career at IDG, and in October Folio recognized him as one of the media industry's top innovators, entrepreneurial thinkers and disruptors," said IDG Global Solutions President **Kumaran Ramanathan**. [As of Sept. 2014, SMS has reported to IDG Global Solutions.] "Late last year he drew upon all of his vast experience as we first centralized all of the U.S. marketing services businesses (the Custom Solutions Group, Creative Lab, Strategic Marketing Services) and, more recently, started the process of amalgamating all of our worldwide marketing services business under the SMS banner. Charles has an excellent track record of driving big growth and big profits for IDG; the award-winning HP Enterprise Community Forum is just one example of innovation and financial success. His hard-working, collaborative style is well-respected by both his colleagues and customers, and as we look forward, we can do so with optimism and confidence that the worldwide marketing services business will really flourish under Charles' astute leadership."

"This is a very exciting time for SMS," Lee said. "We are working diligently to establish and drive consistency and flawless execution of our marketing services business and scaling up related revenues around the globe. In taking on these key business initiatives — formally integrating the three U.S. marketing teams and globalizing SMS business — there have been several members of the management team who have delivered big results and performed well beyond expectations."

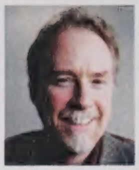
Anderson

Matt Anderson, previously director, Custom Operations, is now senior director, **Creative Lab**. "Matt has successfully led the merging of three different creative teams into one impressive central digital design and production group," Lee said. "Over the past year we've seen Matt's group put out some incredible, innovative work, including dozens of new ad units but most impressively tackling some major projects including the Cisco Innovate Think platform and site and the original IDG.tv site. Matt and his team's work are on the cutting edge of establishing SMS as a leading, modern digital design and production company." manderson@idgcommunications.com

Browning

Colin Browning, director, Performance Marketing Group, is now VP, **Performance Marketing Group**. "Colin has been spearheading the planning and development of Project ORION, our next-generation content marketing and reporting intelligence platform," Lee said. "Colin has also driven continued diversification of our social media portfolio, including our first crowd-sourced content products and development of our first ever BI services. Colin's leadership in the Social Media SDC has been key in driving further globalization of our social media services and capabilities. His leadership and expertise in social media have already led to significant developments and wins in several international markets." cbrowning@idgcommunications.com

Jim Malone, previously executive director, Content Works, is now VP, **Content Works**. "Jim continues to redefine and evolve our editorial practice to focus on consultative services and modern media content creation," Lee noted. "Jim has managed groundbreaking social-content programs for Amazon-Intel (CloudInsights), Cisco (Innovate-Think) and Red Hat (CIO Enterprisers). He has been a tremendously stabilizing and leading force for our editorial operations as we look to accelerate the evolution and modernization of the most critical and central part of our services business." jmalone@idgcommunications.com


Malone

Rueb

Jeremy Rueb, previously VP/SMS, is now VP, **Global Market Development**. "Jeremy has been absolutely instrumental in growing our international marketing services business over the past three years," Lee said. "Jeremy continues to be a major force behind new program development and sales, leading the recent multi-million dollar global Symantec deal and looking to renew the HP Business Value Exchange program, now in its third year. Overall, we can attribute over US$100M of program revenues to Jeremy's efforts in the nine-plus years he's been with IDG. Jeremy's experience, knowledge and expertise will be critical in helping us globally scale our SMS business to new heights." jrueb@idgcommunications.com

Tenenbown

Jason Tenenbown, previously senior director, Program Architecture, is now VP, **Innovation and Program Architecture**. "Jason has demonstrated tremendous leadership and expertise in growing our Program Architecture practice over the last 12 months," Lee said. "His team has generated a record number of more than 200 proposals in FY14. Jason's innovative and creative talents have also been key to us winning marquee programs such as Cisco Innovate Think, Oracle Universal Cloud and Dell Founders Chat. Jason's work in driving innovation through Mobile@IDG, Video@IDG and Native@IDG have greatly impacted our positioning as a market leader. In his elevated capacity, Jason will now take over our innovative R&D function along with his Program Architecture responsibilities." jtenenbown@idgcommunications.com

Wilde

Karen Wilde, previously VP, Product and Process Management, is now VP, **Global Product Development and Process Management**. "Over the course of the last 12 months Karen has masterfully integrated three separate PM teams into a central department with a unified process and workflow," Lee said. "All of this while developing and standardizing consistency in product development, management systems and sales support. Karen has continued to be a major contributor in driving new program sales as well, with significant wins from Samsung, Citrix, Dell, F5 and BMC. Karen continues to be the main development lead in our partnership with LinkedIn and central to the ongoing Dell Social Demand Gen program now running for 12 months." kwilde@idgcommunications.com

New employees

Jennett

PETER SHORT

IDC Framingham has hired **Mike Jennett** as VP, Research Enterprise Mobility. Previously worldwide program director for enterprise mobility with Hewlett-Packard, he holds a degree in English literature from California Polytechnic State University in San Luis Obispo. Away from the office he enjoys reading spy novels, body surfing, paddleboarding and hiking. mjennett@idc.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Renee Pierce *IDG Corporate Services Group*

28
Claudette Sears *IDG Research*

22
Shane Rau *IDC*

20
Richard Bailey *IDG U.K.*

17
Kevin Ebmeyer *IDG U.S. Media*

14
Karen Moser *IDC*

13
Debi Temple *IDG Corporate Services Group*

11
Mark Child *IDC Czech Republic*

10
Gary Crandall *IDG Corporate Services*

5
Jocelyn Galan *IDC Mexico*

4
Naveen Chander *IDC*
Sven Lohse *IDC*
Kanupriya Kanupriya *IDC U.K.*
Eva Melin *IDG Sweden*
Alice Happ *IDG Sweden*

3
James Lenza *IDG Strategic Marketing Services*
Lisa Nagamine *IDC*
Elizabeth Cook *IDC*
David Hamilton *IT World Canada*
Gabriele Roberti *IDC Italy*
Ahmad Zakkout *IDC UAE*

2
Christina Mozeleski *IDG TechNetwork*

1
John Lawrence *IDG Technology Services Group*

One on one

continued from page 3

a response from an IDG colleague soon. A timely response goes a long way. I have heard so many great things from clients who say they appreciate the way IDG salespeople get back to them right away with an answer or let them know we are working on the request.

Q You've been with IDG for more than 20 years. How have you seen lead generation evolve in recent years?

A Our earliest lead gen efforts got under way back around 2004 with the creation of a simple online registration page asking for a name, title and contact information in exchange for a whitepaper PDF; clients were so excited about any leads sent their way. That has evolved into a registration page asking for much more detailed job and company information so companies can get leads from specific accounts they want to target. The reg pages can also involve developing a complex and specific set of questions asking for call-to-actions such as "Yes, I am involved in the purchase of storage defined networks," or "Yes, I will meet, take a call, join a demo," etc. Readers are presented with a variety of assets we build or clients supply to us, such as white papers, TechDossiers, ebooks and on-demand webcasts.

The ultimate goal for the client is to identify someone who is ready to buy now vs. someone who might want to buy in nine months. Lead gen has really come a long way in the past decade. And the number of publishers that sell lead gen programs are now easily 10 times the number that were doing so in 2003 or 2004.

Q What are your main priorities for FY15?

A I remain focused on getting IDG and IDG Enterprise front and center with all agencies and marketers so we always have the chance to work together at the start of their campaigns vs. trying to gain their business when those potential clients are going elsewhere.

I'll also continue to have my team showcase the strength of the IDG Enterprise portfolio and get them to work in sync with IDG TechNetwork and IDG Connect to create an even stronger portfolio for clients. The global reach and the impression reach across all our owned and operated properties and the TechNetwork, which gives us a big network for first- and third-party data, gives us a huge advantage over competitors. And in terms of leads, the combined power of IDG Enterprise, Connect and TechNet can provide for more volume together than one single business unit.

And, of course, we want to grow revenue and boost the number of accounts we serve. ■

Swedish stars

IDG Sweden used the occasion of its 2014 Christmas party, titled Carnival In Rio, to announce the winners of its annual awards for extraordinary achievement. Top row (l-r): Supporter of the Year ***Rini Bergstrom****, Manager of the Year* ***Joakim Allwin****, Journalist of the Year* ***Mattias Malmquist*** *and Specialist of the Year* ***Britta Liljegren****. Middle row: Person of the Year* ***Bo Nordlin*** *and Businessperson of the Year* ***Dario Nazemson****. Bottom row: Change Agent of the Year* ***Carl Grape****, Rookie of the Year* ***Emma Ghaburu****, Star Employee* ***Emma Karlsson*** *and Salesperson of the Year* ***Cecilia Asplund****. (Photo collage by IDGTV Head of Production* ***Martin Faltstrom****).*

celebrating10

Carrie Mathews

CIO Executive Council

Home
Acton, Mass.

Joined IDG
May 2004 as the first CIO Executive Council member services manager.

Current title
Director of CIO Programs, CIO Executive Council

Three things I do in a day's work
I am responsible for directing project management activities for all of our custom client engagements, as well as facilitating workshops onsite and virtually. Three things I do every day: 1) review next steps in the project planning process 2) communicate with clients 3) problem-solve when an unexpected challenge arises.

Best part of your job
Without a doubt, it's being able to meet with so many amazing, talented CIOs and their teams in person while delivering these workshops.

Latest accomplishment
Using my project management and organizational skills from work to coordinate a PTO elementary school basketball game fundraising event for 300 attendees for the fourth year in a row.

Career highlight(s)
In 2011, I was in a different role at the Council and was asked to fill in as a speaker at a CIO Perspectives event. I loved every minute of it, even with the added pressure of event moderator **Maryfran Johnson** sitting in the front row.

What's kept you at IDG for 10 years
The fact that every day is different and I'm able to work with great teams to innovate, try new things, adjust when necessary and deliver value to others.

Best work-related compliment
We had just finished producing a very high-profile multiday conference for a client who raved about the team going above and beyond in delivering the sessions to my manager. At the end of the e-mail, he commented, "They are also awesome people, and I won't hesitate to recommend them and their work to everyone I can."

Family
My husband Charles and I have two daughters, Avery, 9, and Mirabella, 6.

First job?
Cashier at a local family-owned pharmacy.

What it taught you?
That when you tell a manager in retail that you can't work on Wednesdays, you're bound to be scheduled for Wednesdays.

An avid writer and fan of Hollywood gossip, ***Carrie Mathews*** *said her fantasy job would be writing for Us Weekly.*

JOE MOLA

Favorite gadget
With all my travel, FaceTime on my iPhone has become an integral part of my routine. My daughters love to go on virtual tours of my hotel room and check out the view from my window.

Favorite vacation spot?
My family's summer place on Kennebunk Pond in Maine. Nothing says summer more than driving around on the motorboat eating cheeseballs.

What others can't tell just by looking at me
I was a competitive high jumper at Colgate University. My personal best jump was 5'2," a goal I set back in high school. Lesson learned: hard work, attention to detail and flexibility will take you far.

Manager's profile
"Carrie Mathews is the consummate professional. In every role she's played, her passion and unbelievable desire to deliver exceptional experiences for our clients raises the bar for everyone around her. She does this all under the auspices of true collaboration with her team, peers and IDG colleagues. Carrie is one of those rare individuals who possess a variety of talents and an ability to wear multiple hats really well. Congratulations Carrie, on a fantastic 10 years and challenging us all to take it to the next level!"

Kathy Sullaway, VP Global Sales, CIO CEC

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Lauren Yanuskiewicz *IDC*

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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IDC executives earn Patrick J. McGovern awards

Executive VP, Worldwide Research Products & CRO Crawford Del Prete, Managing Director IDC South Asia Jaideep Mehta and Managing Director IDC China Kitty Fok recognized for outstanding FY14 performance.

SEE MORE ON PAGE 2

Also inside

One on one: IDG Enterprise's Mark Lewis provides overview of the Insider program and future plans

IDG Australia's Women in ICT Awards continues momentum in year three

IDC India wins CIO Choice Award

U.S. Media announces promotions within its events team; new employees at IDG Germany and IDC.

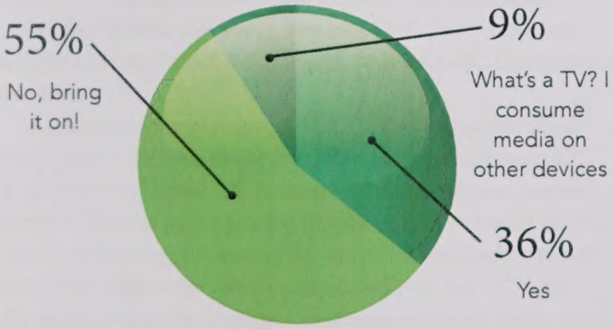
SEE MORE ON PAGE 6

Celebrating10: IDG Global Solutions' Teresina Cardamone marks a decade of service.

SEE MORE ON PAGE 8

Question of the week results

Have TVs become too complicated?



Log on to www.idgcentral.com to vote on this week's question:

The Oscar nominations were announced last week. What's your top pick?

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Daily IT news summary available via e-mail, on IDG Central

Need a quick daily summary of IDG/IDC announcements and industry news? The daily news summary, produced by IDG Corporate Communications, recaps and links to company and industry news on media, marketing, mobile, social, video, and the tech industry from around the world. You can request to receive the summary via e-mail or view it on IDG Central's In the News section on the home page of IDG Central. To be added to the distribution list — or to submit press coverage or an announcement from your business unit — contact Susanna Hinds or Christan Balch. Recent news items include:

Amy O'Leary on eight years of navigating digital culture change at The New York Times (Nieman Lab)

The Mobile Web Isn't Dead, IAB Says (Wall Street Journal)

Addressing Mobile in Emerging Markets: Lead or Be Led (ClickZ)

Inside Bloomberg LP's big data play (Digiday)

Three IDC executives earn Patrick J. McGovern Awards

Crawford Del Prete, Jaideep Mehta and Kitty Fok honored for outstanding performance in 2014

Three of IDC's top executives were presented with Patrick J. McGovern Awards for outstanding performance in FY14. Selected by members of the IDG Management Team and presented by IDG President & CFO **Ted Bloom**, the awards honor outstanding leadership and innovation.

IDC Executive VP, Worldwide Research Products & Chief Research Officer **Crawford Del Prete** was awarded the Patrick J. McGovern Award for Management Excellence for IDC.

Crawford Del Prete

Jaideep Mehta

Kitty Fok

"Crawford is the highly effective leader of the IDC U.S. research team who provides key strategic direction and guidance for the entire IDC research organization worldwide. He is in high demand as an IDC research analyst and an expert on current and future technology trends and highly sought after by IDC clients. He presents regularly to CIOs and technology executives and advises top executives at both technology vendor and buyer companies," Bloom said.

"Crawford is a first-rate research business leader with a highly successful track record in launching and growing new research businesses at IDC while at the same time continuously driving innovation in existing research businesses resulting in superior financial results. Most recently, he led IDC's strategically important expansion into the technology buyer research advisory business via the launch of DC's IT Executive Programs, which is growing at a very rapid pace."

Jaideep Mehta, managing director of IDC South Asia, was presented with the Patrick J. McGovern Award for IDC Entrepreneur of the Year.

"Appointed country manager of IDC's first subsidiary office in India in 2011, Jaideep faced the difficult task of reclaiming IDC business from the former IDC licensee in the country and reestablishing IDC 's brand as the leading trusted advisor in one of the most important technology markets in the world. He successfully rebuilt the IDC India sales organization and worked with the IDC Asia/Pacific regional team to develop a local research organization that significantly improved the quality of the India subscription programs and expanded the product lines with new offerings to create a much larger customer base in India," Bloom said.

"Within its first year of operation, IDC India grew its sales by 60%, and the business unit earned a profit in the second year, surpassing the original forecast," Bloom noted.

Under Mehta's leadership, IDC India once again grew its business beyond expectations in FY14, Bloom said, adding that the IDC India country tracker business was firmly established with clients in FY14 and became the second country in Asia/Pacific offering major city-level coverage to IDC's customers.

"IDC India's success is largely due to Jaideep's personal drive to succeed and his unwavering passion to turn IDC India into the unparalleled market leader in the industry. He sets high standards for himself and his team and is vigilant in devising ways to improve IDC India's performance," Bloom concluded.

Kitty Fok, managing director of IDC China, is the winner of the Patrick J. McGovern Award for IDC Country Manager of the Year for 2014.

Fok began her IDC career in reserach and her leadership skills and domain expertise made her the natural fit for the managing director of China. "Since assuming her role, Kitty has propelled IDC China into the largest country business unit in Asia/Pacific after Japan," Bloom said. "Under her leadership, IDC China achieved bookings increases of over 11% CAGR in the past three years. In FY14, IDC China reached bookings growth of 11% and an outstanding profit margin of 25%, the highest in the Asia/Pacific region."

"Her detailed understanding of IDC's research allows her to talk about any major research area with confidence. She is a sought-after speaker whose multilingual capabilities and cross-cultural work experience make her highly effective in interactions with IDC's customers in China and around the world," Bloom noted.

"Kitty has been instrumental in creating and launching IDC China Trackers with unique coverage and detailed information that is unequalled by any of IDC's competitors," Bloom said. "The IDC China provincial- (state) level trackers, city-level and monthly-level trackers, together with the visualization tools, make IDC's products an integral and essential part of technology vendors' business and planning cycle.

"The IDC China Tracker business has grown at a rapid rate in China and has achieved a CAGR of 15% in revenue since FY12. Under her leadership, IDC China has set a standard for other IDC emerging market countries to emulate." ■

OneonOne

Mark Lewis

IDG U.S. Media

The VP of Insider is this week's columnist. Reach him at mlewis@idgenterprise.com.

> "A paid Insider program isn't just about safeguarding revenue but growing a deep affinity and driving a conversation with our audience. Readers will vote with their wallets. It's our job to not only come out with a dynamite product and experience but to continually improve on what our paying members have access to."

Q Can you briefly summarize the IDG Enterprise Insider program?

A The Insider program launched in October 2010. It was designed to not only give readers access to exclusive content but to help IDG better understand who is behind the clicks. As of Jan. 1, we have more than 315,000 members, and that number is growing steadily each month.

Q What sort of information do users need to provide to become Insiders?

A Currently, they need to provide basic business card information. This includes: first name, last name, job title, company, company size, industry information, e-mail and physical address.

Q Can you talk a bit about the process that is used to determine what sort of content gets gated behind the Insider wall?

A Each site team owns this process, and each has a slightly different approach based on what's best for its readers. We're continually looking at the top performing articles to identify connections between topic and registrations, promotion and registration and content types that prove to be most enticing to readers.

Q What has been some of your more successful content in terms of driving registrations?

A Speaking broadly, the most successful content we see are actionable pieces focusing on careers, tips on free ways to improve IT networking skills or study for certifications exams and so on and expert advice. Our goal, as is true for most publishers is to give readers something they can't find anywhere else. The deep technical knowledge of our editors and contributors is how we achieve this.

Two really good examples of this would be CIO's resume makeover articles and InfoWorld's Deep Dives. The CIO makeover series exposes the foibles on tech executives' resumes and cleans them up. These do extremely well.

InfoWorld's Deep Dives are downloadable PDFs that are eBook-like in length and depth. What's great about Deep Dives is they can serve a dual purpose. Based on a pre-determined calendar, our sales team can sell a topic to a sponsor for a lead gen program. Since the content is vendor agnostic, once the lead gen goal is met or the duration of the sponsorship has elapsed, we can re-use the content to drive Insider registrations. A true win-win!

Q What sort of improvements have been implemented to improve registrations rates on Insider? Do you do anything to market Insider overtly beyond marking some content on the site with the Insider label?

A Our site teams are doing a good job of promoting Insider content where and when they can. You'll see Insider content above the fold on every brand site, in e-mails and social media outlets. There are some sneakier places we've dropped Insider content — one great example of this is on the article "intercepts." Intercepts are promotional links at the end of articles.

I will give a tip of the cap to [VP Marketing] **Sue Yanovitch**'s team for helping promote Insider to a large number of third-party events. Through media partnerships we are able to reach a set of eyeballs that may not be familiar with IDG. Typically these promotions come in the form of an email to conference registrants and attendees.

Beginning this month we'll be running a series of house ads extolling the virtues of Insider. A big thank you to the folks in the Digital Media Group who designed these ads and are helping to surface them.

Q Can you talk a bit about the upcoming paid Insider product?

A It's imperative that IDG, to borrow from the Great One [hockey player Wayne Gretzky], "skate to the puck" and roll out a compelling product that drives reader revenue. The shift to mobile only accelerates this need.

Readers are shifting to mobile devices faster than advertisers are spending big dollars against them. The cliché of, "print dollars, digital dimes, mobile pennies" isn't that far from the truth. There are a number of disadvantages when advertising on smaller screens, some quite obvious, some more technical. In order to maintain a sustainable level of revenue we have to think about different ways to drive growth. Registering folks or charging them provides significant value to IDG — and a way to bridge the gap.

With the guidance of [U.S. Media Chief Content Officer] **John Gallant** and the editors-in-chief we are crafting what we think is a best-in-

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ARN promotes women's contributions with highly successful annual awards program

In just three short years, IDG Australia's Women in ICT Awards (WIICTA) program has established itself as a must-attend event for forward-thinking technology executives in the Australian market. Equally important, a number of leading technology companies that understand the importance of expanding opportunities for their female employees have committed to sponsoring this event, which is produced by the Australian Reseller News (ARN) team.

"Gender inequality is a significant concern throughout the IT industry, particularly at the leadership level," noted **Susan Searle**, president & publisher, ARN. "WIICTA applauds gender diversity and celebrates women's achievements. A number of leading IT companies have diversity policies in place and do recognize the benefits of tapping into the talents of their female staff. These companies are very keen to support initiatives like WIICTA and they become our sponsors and judges."

This year's event celebrated success in eight categories, two more than last year:

- "Achievement" recognizes outstanding commitment to the ICT community through career development and professional achievements.
- "Technical" honors the candidate who has excelled in IT and engineering, demonstrating a proven depth of knowledge and ability.
- "Community" goes to the candidate with exemplary service to the ICT sector through philanthropic initiatives and efforts to foster a positive work environment for women.
- "Entrepreneur" recognizes a woman who has achieved outstanding results in IT through risk taking and initiative.
- The "Innovation" award goes to the candidate who is a stand out in delivering big-picture ideas and vision, responding to change and discovering unique and challenging business opportunities.
- A "Rising Star" recognizes a candidate, with fewer than 10 years in the ICT industry, who has demonstrated a commitment to continuous career advancement and a desire to reach the next level of professional development.

Added this year were:

- A "Shining Star" award to recognize an individual with more than 10 years of ICT experience who is on a successful career trajectory.
- A "Lifetime Achievement Award" that celebrates a long-term outstanding and entrepreneurial commitment to IT.

*Australian Reseller News President & Publisher **Susan Searle** and ARN Editor **Allan Swann** flank award winner Megan Hastie of the Brisbane School of Distance Education.*

Underscoring the growing support for these awards, both nominations and attendance were up this year from 50 to more than 80 and from 215 to 286, respectively. Searle noted that a growing percentage of the audience is male, with men comprising 20% of this year's attendees.

Nominations come from colleagues and team leaders, many of whom have expressed gratitude for the opportunity to recognize their female coworkers, Searle said. "WIICTA is held in an exclusive venue to give it appropriate status in the industry and it has now earned a reputation for being a must-attend event by female IT executives and their male colleagues.

An internal panel of ARN staff narrows down a short list of nominations, which is then sent to an external

> "A number of leading IT companies have diversity policies in place and do recognize the benefits of tapping into the talents of their female staff. These companies are very keen to support initiatives like WIICTA and they become our sponsors and judges."
> *Susan Searle*

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WIICTA

panel of 20 judges for final decisions.

The panel is composed mainly of CEOs of vendor, distributor and reseller companies; this year's judges hailed from VMWare, Microsoft, Toshiba, Symantec, Westcon, EMC, Cisco, NewLease, Dell and Intel, among others.

Searle served as host for the lunchtime ceremony, which featured two guest speakers. Industry motivational speaker Peter Masters spoke about great leaders in history and lessons that could be learned from them; Intel Managing Director Kate Burleigh discussed her path to corporate leadership.

For more information contact Susan Searle. ■

Because ARN's Women in ICT Awards has quickly established itself as a prestigious event in the local market with a 100% paid model (even the awards finalists—winners are announced at the luncheon—purchase tickets for AU$220 (US$180) each, the event enjoys full attendance with virtually no no-shows, explained ARN President & Publisher ***Susan Searle****.*

Gender diversity gets global attention; can open untapped budgets

Remediation of gender inequality is a global priority among the world's leading nations. Speaking at the 2014 G20 Summit in Brisbane, U.S. President Barack Obama said: "The best measure of whether a nation is going to be successful is whether they are tapping into the talents of their women. Gender inequality is one of the major impediments to global growth and G20 leaders have committed to closing the workforce participation gap by 25% by 2025. That is going to take a huge amount of vision and hard work."

"The ICT industry needs to embrace and act on this barrier to success and establishing awards like WIICTA is part of the responsibility of a publisher like ARN, which is the voice of the IT industry in Australia," said Australian Reseller News President & Publisher **Susan Searle**.

Searle noted that many "progressive IT companies have budget allocated for diversity initiatives so that's a good starting point when approaching sponsors. It's sometimes a different (and unspent) budget."

In addition, she noted that soliciting nominations isn't easy as women are typically reluctant to put themselves forward and are often overlooked by their colleagues. "The process is absolutely one of awareness raising, and we promote WIICTA broadly, as well as targeting HR and other senior managers to nominate their teams." Searle said that ARN Senior Editor **Jennifer O'Brien** personally called more than 50 companies encouraging them to nominate female employees.

"It's worth the effort to ensure the success of the awards and the event," she said.

IDC India wins CIO Choice Award for IT Advisory Services for second year

For the second consecutive year, IDC India has been awarded the CIO Choice 2015 award for best IT Advisory Services at a gathering of CIOs and ICT decision makers on Jan. 9 in Mumbai. The CIO Choice Awards are considered one of the India' most prestigious industry awards as they are regarded as the voice of the customer.

CIO Choice is a B2B platform for organizations in the ICT space to promote and market their products, services and solutions, and the awards recognize CIOs' preferences in those categories. "We are elated to receive the CIO Choice Award 2015 and are humbled by the CIOs' stamp of approval," said IDC South Asia Managing Director **Jaideep Mehta**. "CIO Choice is a reiteration of our strength in the domain and has further validated our trust in the inherent value of advisory focused on the practical implications of IT, which gives a realistic picture and ensures delivery of fact-based business value to our clients."

Ashish Talwar, *head of sales for IDC South Asia, (right) receives the award on IDC India's behalf from Jagdish Belwal, CIO, Tata Motors Ltd., and Sendil Kumar Venkatesan, VP/IT, Shriram Value Services.*

noteworthypeople

Promotions

There have been several promotions on the **IDG U.S. Media Events** team.

Egan
JOE MOLA

Event Planner **Shay Egan** is now senior event planner. "Shay has been a tremendous asset to the Events team since the day she joined three years ago," said **Mary Dolaher**, IDG World Expo CEO. "She is incredibly hard working and diligent in executing every detail of the event on which she works, from the small, intimate executive level events to our large gala awards programs. She spends many hours of her own personal time to not only ensure that every single, small detail of each event is perfect but that it also reflects her own unique and incredibly creative style. Shay is also the proud recipient of an IDG Enterprise Summit Award and possibly a little less proud of the internal Events Top Banana Award!" segan@idgenterprise.com

Hall
JOE MOLA

Jillian Hall has been promoted from event content specialist to senior event content specialist. "In her more than 3 1/2 years with the team, Jill has brought her can-do spirit and speaker management skills to a wide range of programs across brands and formats, agendas and awards, all with varied complexity," Dolaher said. "During this time, Jill has also contributed important refinements to our speaker management process for both pre-event stages as well as onsite. As many of us know, managing speakers requires a special skill that can adapt to many personalities, and Jill is not only well-suited for this, but she always makes sure our presenters are well-prepared logistically and with our high expectations." jhall@idgenterprise.com

Mellen
JOE MOLA

Marketing Manager **Jackie Mellen** is now director of marketing. "Jackie joined IDG World Expo in August 2007 as a marketing specialist and quickly immersed herself in our portfolio of events, helping to create powerful branding and marketing messaging," Dolaher noted. "As marketing manager Jackie expanded her role into website development for multiple events, targeted attendee and exhibitor communications and developing robust trade programs for IDG WEC events. Additionally, Jackie has been an incredible asset in ensuring that state-of-the-art methodology, technology and analytics are part of our overall marketing strategy across our event portfolio. Her team approach, can-do attitude and passion for our events is evidenced by her well-deserved promotion." jmellen@idgworldexpo.com

Moran
JOE MOLA

Mollie Moran has been promoted from registration coordinator to senior registration coordinator. "Since joining us 1 1/2 years ago, Mollie quickly moved from managing qualified registration for some of our smaller programs to taking on registration duties for our larger, national programs with all of their complexities," Dolaher said. "In addition, Mollie has done an outstanding job implementing mobile and self-check-in stations onsite at some events as well as standardizing numerous registration processes to ensure our attendees receive exceptional customer service. She is an exceptional team player and great on site." mmoran@idgenterprise.com

Piscopo
JOE MOLA

Associate Event Planner **Lissa Piscopo** is now event planner. "In her 3 1/2 years, Lissa has progressed from working on our smaller events to managing progressively more complicated programs, given her great initiative, creativity and attention to detail," Dolaher said. "She now works on every type of event we offer, from Executive Dinners to the IT Roadmap series to our national, multi-day conferences and shines in managing all of them." lpiscopo@idgenterprise.com

New employees

Zwanziger

IDG Entertainment in Germany has hired **Laura Zwanziger** as a sales and marketing project manager. Most recently a project manager at integrated marketing agency Iris Germany, she holds an M.A. in political science with a focus on Middle Eastern politics from Friedrich-Alexander University/Erlanger Nurnberg. Away from the office she enjoys live-action role play, painting, literature and movies. lzwanziger@idg.de

Smith
JOE MOLA

Emily Smith joins **IDG U.S. Media**'s human resources department as a human resources coordinator, coming from The Ross School where she was a teaching associate. A graduate of Vermont's Middlebury College, she holds a B.A. in psychology and enjoys both playing and coaching softball. emily_smith@idg.com

Pucci
JOE MOLA

Dave Pucci joins **IDG U.S. Media** as controller, a title he also held at his previous employer, GateHouse Media. He earned a B.S./B.A. in accounting from Merrimack College in North Andover, Mass., and enjoys sports and "anything my wife and kids are doing." dpucci@idgcommunications.com

Returning employees

Li
PETER SHORT

Once a summer intern with **IDC Framingham**'s Worldwide Tracker team, **Janice Li** joins the staff full-time as a Buyer-Pulse research analyst. She was most recently an intern risk analytics specialist with Fidelity Investment. She earned an M.A. in marketing analytics from Bentley University in Waltham, Mass., and enjoys movies, cooking and travel, having recently planned a trip around the U.S. with her parents from China, covering 10 states. "Of course, I was the tour guide, translator and driver." jwli@idc.com

Barrieau

After running his own consulting firm focusing on sales enablement and productivity, **Tom Barrieau** returns to **IDC Framingham** as director, Sales Enablement with the Custom Solutions group; he was previously program manager with the Executive Advisory Group. He earned a B.A. in psychology from the University of Connecticut and enjoys running, cycling, sea kayaking and landscape gardening. tbarrieau@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

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One on one

class membership offering that will provide a valuable experience for our readers. Leaning on surveys from our readers, site KPIs and years of experience driving readership we think we've created a membership program framework our readers will want to be a part of.

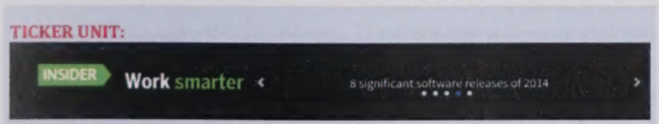
A paid Insider program isn't just about safeguarding revenue but growing a deep affinity and driving a conversation with our audience. Readers will vote with their wallets. It's our job to not only come out with a dynamite product and experience but to continually improve on what our paying members have access to.

Q How will it differ from the current registration-only version?

A The paid product will give readers a deeper dive into the topics they are most passionate about. We're looking at creating a product that will save them money, save them time and make them more valuable to their organizations. Over time, my hope is members are presented with a very personalized experience tailored to their specific job function and future goals. The tools, resources and content behind the wall will be aimed at accomplishing this. We won't only lean on internal sources for paid Insider content. We are looking at partnering with sites that have content that we think our members will find extremely valuable.

> "We won't only lean on internal sources for paid Insider content. We are looking at partnering with sites that have content that we think our members will find extremely valuable."
>
> Mark Lewis

TICKER UNIT:



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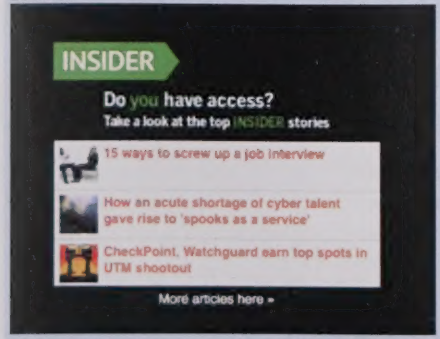

15 ways to screw up a job interview

How an acute shortage of cyber talent gave rise to 'spooks as a service'

CheckPoint, Watchguard earn top spots in UTM shootout

House ads like those shown above will appear on IDG Enterprise sites and drive awareness of the Insider program.

Q What sort of content/services will you offer to encourage paid Insider registrations?

A It might help to give an example for each of the main tenets discussed (save money, save time, make members more valuable). For example, to save them money we'd like to provide a huge library of research that would cost any organization thousands of dollars a year for access.

To save them time we are working with a third-party company that is devising a tool to provide a real-time vendor selection. A member would put in their most critical criteria for an ERP implementation, for example. Then, based on the criteria the tool would suggest three vendors that are best suited that user's needs. This would cut down immensely on the time an IT pro would need to spend sifting through product documentation.

To make our users more valuable to their organization we are looking at two different companies that provide in-depth IT training sessions on all sorts of technologies and line-of-business issues. These multimedia sessions would be included in the price of membership.

These are just some of the types of content we hope to deliver to our paying members. There will be many more.

Q How will you determine the appropriate price?

A We have talked to lots of actual users and looked at competitive offerings but have not yet agreed on a final price. We fully believe the investment will be more than worth it for our readers. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Mark Winther *IDC*

22
Laura Nurzynski *IDC*

21
Cathy Garland *IDG Corporate Services Group*

20
Paul Krill *U.S. Media*

17
Christopher Murphy *IDC*

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Margaret Dings *IDC*

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Kazuo Aida *IDC Japan*

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Lisa Schmeiser *U.S. Media*

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Jill Feblowitz *IDC*

9
Matthew Davis *IDC*

7
Melissa Fremeijer *IDC Netherlands*

4
Amie Lane *IDG U.K.*
Marcelo Moura *IDC Brazil*
Piotr Wtulich *IDG Poland*
John Wainwright *IDC*

3
Agata Gozdzik *IDG Poland*
Chandana Gopal *IDC*

2
Eike-Bodo Benkert *IDG Germany*
Olga Razumova *IDC Russia*
Sebastian Watras *IDG Poland*
Peter Marston *IDC*
Suvid Tubtimcharoon *IDG Strategic Marketing Services*

1
Laura McEwan *IDG U.K.*
Anthony Yianoullou *IDG Global Solutions U.K.*
Flora Rui *IDC U.K.*
Goran Masman *IDC Sweden*
Sureshpal Singh *IDC Germany*
Brian Haven *IDC*

celebrating10

Teresina Cardamone

Director of Marketing
IDG Global Solutions

Home
Dartmouth, Mass.

Joined IDG
November 2003, Corporate Communications Assistant

Career path
In 2007, I was promoted to digital marketing manager and moved to IDG Strategic Marketing Services. Following several reorganizations, SMS and IDG Global Solutions both reported to the same leadership. My role grew to supporting IGS, and I was promoted to senior marketing manager, Digital Media and Branding.

Current title
Director of Marketing, IGS. I lead strategy and day-to-day operations of the IGS marketing team. We support IGS sales through e-mail marketing, media buying, creation of marcom content (presentations, brochures, videos), managing the IDG Knowledge Hub website and acting as the community managers for our social media channels. We also support **Michael Friedenberg** in all marketing communication efforts.

Best part of your job
Having the autonomy to make decisions and the creative freedom to execute them.

Latest accomplishment
Finishing up a successful week at CES with IDG.

Memorable work moment?
While at a Global Product Line Meeting in Portugal I put together an impromptu dinner, which quickly snowballed into me renting a 50-passenger bus and sitting across from **Pat McGovern** for the evening.

What's kept you at IDG for 10 years?
The culture at IDG is so unique. I was recently out to dinner with a group of colleagues and I realized that if someone watched our group laughing and having a great time, they would never believe that we weren't long-time friends or family.

One thing you would change about IDG
I wish that we could all work more collaboratively together. There is so much innovation and talent around IDG, and I wish that there were a way to tap into it on a regular basis.

Interests outside the office
I enjoy spending time with my family, snowboarding, traveling and being a beach bum.

JOE MOLA

***Teresina Cardamone** joined IDG as a Corporate Communications assistant in 2003.*

Proudest accomplishment at work
Being a part of the successful GPLM team.

Dream destination
The Maldive Islands

Your last meal would be
My Nanny's homemade meatballs and sauce. Every time I visit Pittsburgh, I cannot eat enough of her Italian cooking

Favorite vacation spot
St. John has become an annual tradition for my husband and me.

If you won the lottery tomorrow, you would
Open a small Italian and French fusion restaurant.

Retirement dreams
Live somewhere by the water…

Manager's profile
"Teresina is a joy to work with. It is rare that you find an individual with her level of productivity coupled with outstanding creative skills and a superb attention to detail. Teresina makes a positive impact in every aspect of our business and is always willing to take on more tasks and responsibilities when required to do so. She has enjoyed a great 10 years, and I look forward to the next 10."

Kumaran Ramanathan, president, IDG Global Solutions

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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Peter Longo, Louis D'Mello earn Patrick J. McGovern Awards

Formerly known as the IDG Chairman's Awards, the renamed honors spotlight outstanding business unit performance during FY14.

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Also inside

Dubai event marks IDC's 50th year

Fans suit up at IDG Germany's anime channel store

Czech app links print, online content

One on One: John Moran, GM, IDG Direct

On the Job: senior marketing specialist, IDC Insights

The children of IDG Global Solutions U.K. employees enjoy some holiday fun at the office.

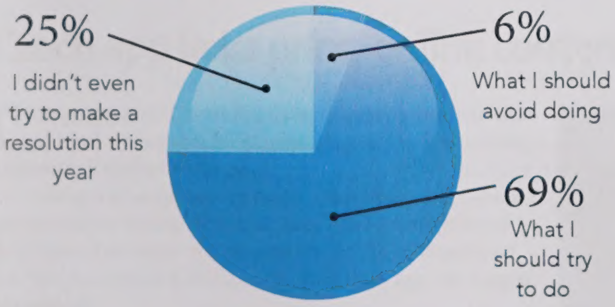
SEE MORE ON PAGE 6

IDG News Service Copy Editor Michelle Maher celebrates a decade of service to the company.

SEE MORE ON PAGE 8

Question of the week results

What does your main New Year's resolution focus on?



Log on to www.idgcentral.com to vote on this week's question:

Vendors are adding apps, streaming services and more to TVs. Have TVs become too complicated?

CLICK HERE

IDGNS team tackles CES

Fabulous
LAS VEGAS
NEVADA

The IDG News Service was well represented last week at the Consumer Electronics Show. (L-R): Senior Correspondent ***Martyn Williams****, Deputy News Editor* ***James Niccolai****, Mulitmedia Correspondent* ***Melissa Aparicio****, Beijing Correspondent* ***Michael Kan*** *and Multimedia Correspondent and Video Content Manager* ***Nick Barber****. The team produced some 55 stories and 20 videos.*

Dubai event marks IDC's 50th year

IDC Celebrating
50 years of Leadership
50

Group VP and Regional Managing Director **Jyoti Lalchandani** presents his IDC update.

IDC Middle East, Africa and Turkey celebrated the year of IDC's 50th anniversary with a Dec. 16 event in Dubai for the local vendor community at the One & Only Royal Mirage Hotel in Dubai. The venue was at capacity, with close to 130 general managers, VPs and senior managers from SAP, HP, Infor, Acer, Cognizant, Intel, Oracle, Samsung, Toshiba and Schneider Electric, among others.

After an hour of networking in the late afternoon, Group VP and Regional Managing Director **Jyoti Lalchandani** gave an update on what's new at IDC. He touched on upcoming CIO Summits in the region, Go-to-Market services, Industry Insights portfolio, IDC's strategic relationship with multiple government organizations and the regional office's foray into the IT Executive Program, which further strengthens its relationship with end users. He also covered the 3rd Platform technology value proposition and IDC's expanded research coverage within that segment.

A panel of senior research directors talked about IDC's predictions for the region in 2015 and fielded audience questions, and the event concluded with a cocktail reception.

Write to Marketing Manager Anulekha Shetty. ■

Fans suit up at anime channel's store

DRAGONBALL
XENOVERSE

IDG Entertainment Creative Director/Head of Owned & Operated Channels **Nino Kerl** (left) wore one of the Ninotaku hoodies while at a recent event in Tokyo with Hirano Masayuki, producer of the upcoming videogame Dragonball Xenoverse.

Fans of IDG Germany's popular anime channel on YouTube can now show their loyalty by buying NinotakuTV t-shirts, hoodies, bags and posters.

NinotakuTV focuses on anime, manga and videogames from Japan and is the largest German channel covering those topics. The channel includes a weekly news show and special reports from and about related conventions such as Gamescon. NinotakuTV has 178,000 subscribers and more than 48,000 Facebook fans.

The first online store for Germany's IDG Entertainment division launched in December, and more than 500 shirts sold in the first three weeks. Creative Director/Head of Owned & Operated Channels **Nino Kerl**, who hosts NinotakuTV and a related Top 10 channel, designs the products. An independent company, Yvolve.de, manages the online store, sales and fulfillment, and IDG earns 3 euros (US$3.50) per shirt. While most buyers are from Germany, customers also hail from Austria and Switzerland.

Caps — which Kerl said he expects will be big sellers — and smartphone cases will soon be available in the store.

Write to Nino Kerl. ■

Czech app links print, online content

Computerworld Czech Republic is getting the attention of local advertisers by augmenting reality and adding electronic information to print.

Using a smartphone or tablet, users scan a QR code sponsored by the security company Eset on the front of the November issue of Computerworld CZ to download the free Augmented Reality app from local app developer ShowMeAR.

Readers can then point their device with the app running to special markers on a full-page Eset advertorial in the issue, and what appears on their mobile device is a 30-second video from Eset, part of its global campaign on how the Internet is for everyone, not just computer geeks.

Computerworld CZ Editor-in-chief **Radan Dolejs** said the cost of adding an Augmented Reality code to an ad is 300 euros (US$370). He said that the Augmented Reality content, which clients must pay for and supply, can be text, video, animation or 3D graphics of the products being advertised. IDG Czech Republic can use the app to provide lead generation information to clients that use it.

COMPUTERWORLD
Zabezpečte si Wi-Fi v režimu enterprise

A link on a fullpage advertorial leads to a client video.

Radan said the app is currently available only for Android 4.0 systems and higher but will be available for iOS devices soon. He added that Computerworld Czech Republic is the only Augmented Reality adopter in the local media market. "We are selling it to clients as a way to attract, engage and entertain their customers and have them spend much more time learning about their products."

Write to Radan Dolejs. ■

OneonOne

John Moran

IDG Direct

The general manager of IDG Direct this week's columnist. Reach him at john_moran@idgdirect.com.

> "It is hard to believe that Sonar is only one quarter old. It is such an integral part of our delivery for IDG Connect. It is almost half of our U.S. business and is gaining traction in international, too."

Q What is IDG Direct's mission?

A IDG Direct was established in 2011 to meet the telemarketing needs of IDG business units. We deliver information about information technology from IT companies to potential buyers, generate sales leads and gather intelligence from the IT community.

Q How has FY 2015 been so far at IDG Direct?

A The pace of change has never been greater. We have the Direct Intelligence Unit and IDG Sonar, we've reached just under 200 employees and we have outgrown our existing floor space in Millennium House in Dublin. The recent organizational changes at IDG have massively increased the demand from the countries and other business units. We are completely demand-driven, so as each new project comes on board it brings a completely different set of demands. They all have their own processes. They have their own systems. They sell different products. They have different needs from their partners. So it is always a new set of challenges.

Q How do you respond to those differing demands?

A When we first setup IDG Direct just over three years ago, we made some decisions that with hindsight turned out to be very smart. We designed everything to be flexible, to be nimble and to be able to scale quickly. I mean everything — whether it is recruitment, HR, IT systems, processes, etc. For instance, we hire mostly multilingual staff for our International team. That way, if one language is not in demand, we can move people to other languages. We also use purely cloud-based IT systems that allow us to scale up and down and change processes quickly without depending on investment cycles.

It is hard to believe but we make 30,000 calls a day, and we don't even have a phone system. Instead we use Voice over Internet Protocol (VoIP) that gives us the traditional features of a call center without tying us to hardware, location or capital investment. We don't just accept change, we love it.

Q What is IDG Direct's role in Sonar?

A IDG Sonar is a pan-IDG demand generation product that provides actionable sales intelligence through business triggers, account intelligence and behavioral signs. Much of this intelligence is gathered by IDG Direct through our telemarketing activities.

It is hard to believe that Sonar is only one quarter old. It is such an integral part of our delivery for IDG Connect. It is almost half of our U.S. business and is gaining traction in international, too. It is miles apart from the traditional lead generation activity we were used to. You could say that we have gone from lead generation to intelligence gathering. For our agents, they have gone from following scripts to learning how to carry out interviews. They hone their listening skills to dig deeper into the conversation. We still do a lot of other types of telemarketing and survey work, but Sonar is taking us to a whole new level.

Q What is the Direct Intelligence Unit about?

A The DIU is a team made up of some of the most experienced, smartest and successful agents we have. The work on intelligence gathering, surveys, data building, high-quality leads and surveys. These guys really rock. They take the toughest campaigns and they deliver time and time again. Targeting senior executives, large exclusion lists, specific target accounts, long surveys or technical and financial intelligence, the DIU will make it happen. We don't tell the DIU team how to deliver, they figure it out and they tell us. They specialize in the campaigns that others struggle to deliver. They love a new challenge. They are proof that if you hire good people and get out of their way, they will amaze you.

Q What's next for IDG Direct?

A Sonar has been a huge success over the past quarter, but I think we have only scratched the surface. I never like to think that we have mastered anything; there is always room for improvement. Sonar has gone great, but it is only in its infancy. Over the months and hopefully years to come, it will evolve and grow, and we will evolve and grow with it. We'll learn as we go. We'll identify new ways to gather intelligence and new ways to use it to deliver value. It is going to be huge.

We will continue to extend our partnerships beyond IDG business units to include those non-owned and operated companies. We love building these new partnerships, getting to understand the needs of each business and working

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Longo, D'Mello earn Patrick J. McGovern Awards

Formerly known as Chairman's Awards, renamed honors spotlight outstanding FY14 performance

IDG U.S. Media CEO ***Pete Longo*** *earned Management Excellence Award.*

IDG India President & CEO ***Louis D'Mello*** *earned Entrepreneur of the Year Award.*

Renamed to honor the memory of IDG founder **Pat McGovern**, the FY14 Patrick J. McGovern Awards were presented to two outstanding IDG Communications business unit leaders earlier this month.

The FY14 Patrick J. McGovern Award for Management Excellence was presented to **Peter Longo**, CEO, U.S. Media, and the Patrick J. McGovern Award for Entrepreneur of the Year award went to **Louis D'Mello**, president & CEO of IDG India.

Selected by members of the IDG Management Team and presented by IDG President & CFO **Ted Bloom**, both awards honor outstanding leadership and innovation.

Noting that the IDG TechNetwork reached new heights in FY14, Bloom said that Longo's "understanding of the data-driven media world allowed IDGTN to grow in multiple facets this past fiscal year. IDGTN achieved outstanding results including revenue growth of 24%, year-over-year multimillion dollar profit improvement, and customer growth in which we now serve over 7,000 customers."

In addition, Bloom cited the IDGTN's expanded service offerings into core areas including audience services, private marketplace, real-time bidding, IDG.TV, demand generation and marketing services.

Longo was also recognized for his oversight of the creation of the company's digital ad stack, which will allow IDG to see and sell its worldwide digital inventory pool in real time.

Concluded Bloom, "Pete's leadership inside of IDGTN and across all levels of IDG is valued and truly appreciated. Since he joined IDG in 2008, he has driven IDG to new heights, and the Management Team and I anticipate that he will do more of the same in his new role as CEO of U.S. Media." Longo joined IDG as president of IDG Syndication and Networks in 2008; in September 2014 he was appointed to the newly created position of CEO of IDG U.S. Media.

In presenting D'Mello's award, Bloom cited his understanding of the local market coupled with deep domain expertise around the needs of the CIO and IT community that "allowed IDG India to grow in multiple facets this past fiscal year."

IDG India's outstanding FY14 results included revenue growth of 19%, profit growth of 26% and events growth of 24%, Bloom said. "Beyond these impressive metrics, Louis led IDG India to expand its event offerings by launching vertical industry solutions and has grown the CIO100 event to record attendance and revenue," he added.

"Since becoming president and CEO of IDG India in 2008, Louis has led an incredible innovative spirit within IDG India that has delivered significant profit growth that now has India delivering a profit margin amongst the highest in all of IDG," Bloom concluded. ■

Job Spotlight

On the job: Senior Marketing Specialist

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name

Heather Hargraves

Title

Senior marketing specialist, IDC Insights Marketing

What a senior marketing specialist does

I focus on projects and campaigns that build brand awareness, lead generation and promote our analysts. This requires assisting sales and marketing management in the development (design and text) of marketing materials, including press releases, marketing brochures, e-newsletters, fact sheets, research agendas, analyst listings, presentations and web content. I input leads the sales and marketing teams gather from industry events into Salesforce.com, cleaning the list data and making sure they are attached to the correct marketing campaign reports. I supervise IDC's Facebook, LinkedIn and Twitter channels to promote analyst web conferences and other events. I also highlight hot topic blogs using those channels. We created a LinkedIn private group for End User CIO/IT Executives that I manage (approving/denying members, posting new content weekly, making sure all discussions are being responded to by an IDC analyst, creating campaigns to increase membership, etc.). I handle analyst video-segment recording and production, which we use for promotion on the website and as a tool for sales. I shoot video, run the teleprompter and assist with guiding analysts through the process (overall direction, script length, etc.). I'm also the manager of the IDC Community site where clients and prospects can read blogs and connect with IDC analysts.

The services I provide and who my customers are

My customers are the various analyst teams.

Key skills required for my job

Excellent organization skills are necessary. You need to be flexible and able to juggle multiple priorities at once. Technical skills with different creative tools are also an extremely valuable skill. I use Adobe InDesign, Photoshop, Illustrator and Dreamweaver and have a basic knowledge of HTML code.

A typical day

There isn't really a typical day for my job. I can come into the office planning to execute a web conference and finish reporting but then have to train a couple new analysts on how to blog in IDC Community and shoot a video while an analyst happens to be on site for the day. There is a lot of juggling and constant communication needed to make sure that everything is getting handled and prioritized correctly.

Best part of my job

It's never boring. There's always something new to do and learn. Sometimes it can be a little overwhelming, but it always gets done and I enjoy it.

IDC Senior Marketing Specialist ***Heather Hargraves*** *joined IDC in 2011.*

Most challenging part of my job

Sometimes I feel like a 'jack of all trades, master of none' because I don't usually have a lot of time to hone or focus solely on any particular skill set. But if I had to pick one thing that I enjoy doing and would be able to focus solely on, I don't think I could choose because I love it all and am always learning something new.

How I got involved in this career

My first job out of college was as a communications coordinator for Lindt & Sprüngli (Lindt Chocolates). I was the hub of all communication between the retail stores and the corporate office. I worked with every department, and my favorite was marketing. I fell in love with all the pieces that went into marketing and began to educate myself through my different job roles to obtain the skillsets to make me valuable in this area.

What my colleagues would be surprised to learn about me

I was an Irish step dancer from 8 to 18 years old. Every March, I had to get all my homework and school projects done ahead of time so I could spend the month travelling across Massachusetts for performances. ■

IGS U.K. employees host offspring at holiday celebration

In what has become a much-anticipated annual tradition, employees at IDG Global Solutions' U.K. office welcomed their children to the office for a day of fun holiday activities topped by a visit from Santa Claus.

Organized by **Helen Savage**, director, International Sales; **Donna Geary**, operations manager; and **Karen Blythe**, associate director, Program Delivery, Children's Day featured games, music, cookie frosting, lunch and more. A conference room was decked out with a Playstation for the older kids, as well. Following lunch, each of the 20 children, who ranged in age from 2 to 16, received a gift from Santa.

Twenty children — aged 2 to 16 — of IDG Global Solutions U.K. employees enjoyed a day full of holiday fun culminating in a visit with Santa last month.

"Children's Day has become a well-loved festive tradition here at IGS U.K.," said Savage. "It's a great opportunity for the children to see where their mums and dads work, and they all look forward to the annual event. My children are now very keen to work at IDG when they grow up, though I have warned them we don't have party games every day!" ■

IDC, CIO Executive Council ring in the holidays

IDC
Analyze the Future

IDC's annual Giving Tree project, benefiting the South Middlesex Opportunity Council in Framingham, Mass., once again made the holidays brighter for 23 local families in need. Thanks to the generosity of IDC employees, more than 50 children received a minimum of three presents each — clothing, toys and games — and each family received a supermarket gift certificate.

At last month's Giving Tree party in the IDC headquarters lobby, employees received their holiday cards and bonuses, enjoyed refreshments and had the chance to choose tags decorating the tree that included special gift requests and clothing sizes for each child. HR Assistant **Lauren Yanuskiewicz** managed the project, which VP/Human Resources & Education **Debbie Bernardi** started many years ago.

"I am so pleased that Lauren handles the Giving Tree program with the care it so richly deserves," Bernardi said. "The IDC employees are so generous; it's a great way to end the calendar year here."

*Even though the CIO Executive Council holiday party was held at a hotel, the staff put a new twist on the excitement of a potato sack race more commonly found at an outdoor picnic. Six teams each wrapped up a colleague in wrapping paper, and the "present" had to run the length of the ballroom and back. Engagement Strategist **Robin Clausen** gets wrapped by her team (above); see more action in this video.*

noteworthypeople

Promotions

Maher

IDG News Service Graphics Editor **Michelle Maher** is now copy editor and image content manager. "Michelle has been handling graphics, photos and web design for IDGNS for a number of years and has also been backing up the copy editors for some time," IDGNS VP/Editorial Director **Elizabeth Heichler** said. "With the process changes coming as we move to the new IDG CMS, there's an opportunity for her to grow into an expanded role as our primary copy editor." michelle_maher@idg.com

IDG News Service Senior Copy Editor **Fred O'Connor** has been promoted to writer. "While working as our senior copy editor in Boston, Fred has been managing to find time for the past couple of years to develop feature story ideas on the IT careers and health technology beats," Heichler said. "He's done a super job at that and is clearly ready for the new challenge of daily news reporting. Changing his position into that of a full-time writer will give us latitude to cover more stories each day." fred_o'connor@idg.com

New employees

Outland

PETER SHORT

Wynette Outland joins **IDC Framingham**'s Publishing Services and Technology department as a research editor, coming from Pearson where she was an associate editor in the math department. She graduated from the University of Massachusetts/Amherst with a B.S. and M.A. in mathematics and enjoys fitness, cooking and hiking, having recently climbed New Hampshire's Mt. Washington, elevation 6,288 feet. woutland@idc.com

Fisher

PETER SHORT

Also new at **IDC Framingham** is Inside Sales Manager **Mike Fisher**. He was previously sales manager with MathWorks, managing a team of salespeople selling technical software to aerospace and defense organizations in the U.S. and Canada. He earned a B.A. in astronomy from Boston University and enjoys water gardening, pinball and retro arcades. "Over the summer, I completed my home arcade cabinet with over 1,000 retro video games." mfisher@idc.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Rebecca Segal *IDC*
John Gantz *IDC*

26
Amy Hanania *IDG Credit*

21
Joe Mola *U.S. Media*

19
Bruno Völk *IDG Germany*
Claudia Pielen *IDG Germany*

18
Sharon Machlis *U.S. Media*
Keith Shaw *U.S. Media*

16
Lucinda Derby *IDC*

15
Matthew Eastwood *IDC*
Jonathan Gaw *IDC*
Donna Butts *IT World Canada*

14
Karen Lucero *IDC*

13
Kathy Moran *U.S. Media*

12
Richard Vancil *IDC*
Sandra Holleber *IDG Germany*

11
Susanna Hinds *IDG*

10
Christopher Picanso *IDC*

9
Philip Hirons Jr. *IDC*
Jiri Helebrand *IDC Czech Republic*
Ayuchi Takamatsu *IDC Japan*
Johann Wagner *IDG Germany*

8
Christian Montminy *CIO Executive Council*
Amber Lynch *IDC*
André Kisch *IDG Sweden*

7
James Vuong *IDG Vietnam*
Leslie Rosenberg *IDC*
Teodora Mahabir *IDC*
Monojit Maskeri *IDC*
Armelle Brivet *IDC France*
Janine Christensen *IDG Sweden*
Ravi Madha *IDG Global Solutions U.K.*
Mark Chillingworth *CIO U.K.*

6
Jolanta Izdebska *IDG Poland*
Kerstin Langenfeld *IDG Germany*
Christian Schneider *IDG Germany*

5
Nancy Selig *IDC*
Estelle Chapin *IDC France*
Anh Nguyen *IDG U.K.*
Stefan Wattendorff *IDG Germany*

4
David Lantsman *IDC*
Dorota Chrisp *IDC U.K.*
Mariesell Esquilon *IDC UAE*
Yasmin Tilles *IDG Sweden*

3
Susana Santos *IDC U.K.*
Therese Solgren *IDG Sweden*
Eduardo Ramirez *IDC Mexico*
Evelyn Pineda *IDC Mexico*

2
Brad Chacos *U.S. Media*
Keith MacLean *IDC*

1
Daniel Murphy *IDC*
Philip Carnelley *IDC U.K.*
Johan Hallberg *IDC Sweden*
Marketa Lomogova *IDC Czech Republic*

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One on one

with our colleagues around the world. The past 100 days have been about understanding the expanded requirements and the next 100 days will be about implementation. And we will be responding to the changing needs of our existing IDG customers. It is often hard to know how it is going to change, but it surely will and we love it.

Expansion is nothing new to us. We have gone from zero to 200 employees in three years. We have more than twice as many people as we have desks to accommodate them. We can do this because we work 24 hours per day, calling business people during their business hours wherever they may be. We are doubling our floor space to give us room for further growth. We are really looking forward to having space to stretch our legs again. Hopefully it won't be long before we outgrow that space too; it's a great problem to have. ■

Send us your office photos

The Photo of the Day feature on the home page of IDG Central is a way to share a quick look at what's going on at your business unit.

All employees are invited to submit photos depicting a slice of life at the office or an image from an event, a staff meeting or an after-work activity.

Send the photo with a short description to idgcentral@idg.com.

celebrating10

Michelle Maher

Copy Editor and Image Content Manager

IDG News Service

Home
Farmington, Conn.

Joined IDG News Service
March 2001 as Graphics Editor

Career path
Continued as graphics editor for the News Service, and for the past two years my duties have also included copy editing part time.

Current title
I am now Copy Editor and Image Content Manager.

Best compliment you've received on your work?
I once won an internal award in our group for my work on the first IDGNS website redesign. The coworker who nominated me was known for not liking many people, so to get recognition from him for something well done was special.

One thing you've learned during your tenure
I have learned to budget my time more efficiently.

Family
My husband is Greg Sukiennik. He's an editor at ESPN.com, and my daughter, Sofia, is 10.

First job
My very first job was working at my mother and aunt's toy store as a teen. I waited on customers, wrapped gifts and assembled toys.

Interests outside the office
I love to knit, crochet and spin my own yarn. I sell a lot of what I make on Etsy and locally. I also love to draw and paint, mostly watercolors.

Fantasy job
My fantasy job is to own and operate a yarn shop.

What is the last good deed you did
I try to donate to charities whenever it's needed, but the one that got me on TV (the local PBS station in Springfield, Mass.) was my effort to raise money for the Japanese tsunami victims in 2011. I knitted sushi platters to sell, and the $150 I raised went to Global Giving.

Collection
I don't do much collecting as much these days, unless you include yarn (my husband does.) I am always interested in adding to my Depression Glass set. I don't have any specific style I collect, but I look for green and pink glass mostly.

Memorable work moment
I signed up to take some training through the IDG programs. I was running late for the class the first day, and got to class about 10 minutes after everyone had settled in. Suddenly the instructor stopped talking, causing me to look up at her. My mouth fell open, her mouth was already on the floor...we were the closest thing to best friends in college but had lost touch once we graduated. We both screamed and ran to hug each other...the rest of the class was laughing. We were able to catch up after the class and became friends again.

***Michelle Maher** has spent her entire IDG career with the IDG News Service.*

Latest accomplishment
In 2012, a freeform crochet piece I did traveled to Australia and was in a year-long show alongside other international fiber artists.

Manager's profile
"Mich has worn many hats in her time at IDG News Service, which speaks to her flexibility and wide-ranging talents. She was hired to take on small design tasks for our website and also manage our fledgling image bank; over the years she has brought her creativity to tasks small (our business cards) and large (completely redesigned site). She has also volunteered to create original illustrations on commission for IDG publications needing help with art. Now as she brings her sharp eye to overseeing our copy flow, and continuing to grow our image repository, she is maintaining her terrific can-do spirit, adapting to contribute her best to our changing organization."

Elizabeth Heichler, VP, editorial director, IDGNS

IDGWorldUpdate
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thanksto

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John Moran *IDG Direct*
Helen Savage *IGS*
Jo Tilson *IGS*
Anulekha Shetty *IDC MEA*
Lauren Yanuskiewicz *IDC*

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Business unit leaders share their key priorities for the new year

IDG World Update asked IDG and IDC business unit heads and other company executives around the world to talk about where they will focus their efforts in 2015.

Friedenberg

My top priority for 2015 is to see IDG Communications accelerate its transformation to a global media, data and services company. Our need to focus on growth areas like data, revenue (reader and advertising), technology capabilities and talent will only accelerate our progress. I am quite confident that the momentum being built will catapult IDG to new heights. Let's win and have a ton of fun along the way.

— *Michael Friedenberg, CEO, IDG Communications Worldwide*

Campbell

IDC's priorities are fourfold:

1) Grow IDC's technology buyer research advisory business — the IT Executive Programs — as rapidly as possible. This business grew by over 50% in FY 2014, and we want to grow it at least at a similar pace in FY 2015.

2) Expand IDC's research coverage on the four key technology trends — Cloud Computing, Mobility, Big Data & Analytics and Social Business — that make up the 3rd Platform technology era and add coverage for the new "Innovation Accelerators," i.e., Internet of Things, 3D Printing, Cognitive Computing, Robotics, Natural Interfaces and Next Generation Security.

3) Tap into new buyers — sales, competitive intelligence and strategic planning — and new budgets, such as marketing, in IDC's existing technology vendor customer base.

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Also inside

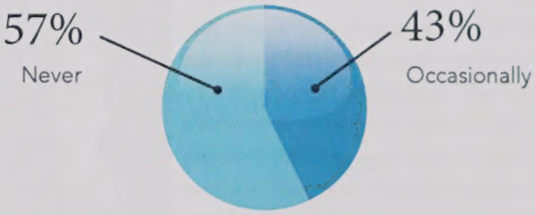
Editors, analysts name their top stories of 2014 and predictions for 2015
One on one: IDC Chief Analyst Frank Gens provides an overview of IDC's top predictions for 2015
Unsung Hero: Michele Putt, IPS

Video: What's ahead for IDG in '15

IDG Communications Worldwide CEO ***Michael Friedenberg*** *talks with IDG VP/Global Training & Development Laurie Butson about progress being made in the U.S. and at international business units; calls out some particular successes including IDG Sonar, the CIO Executive Council's Exchange and the rollout of Apollo; and hints at some exciting new launches to come. Click here*

Question of the week results

How often do you use Instagram?



Log on to www.idgcentral.com to vote on this week's question:

What does your main New Year's resolution focus on?

CLICK HERE

Editors and analysts pick top stories of 2014, predict trends for 2015

IDG World Update asked IDG editors and journalists and IDC analysts around the globe to select their top industry story or trend for 2014 in their area of expertise and to consult their crystal balls to identify a hot trend or anticipated event in the year ahead.

Haslam

Top story of 2014: Throughout 2014 Apple reduced prices across its range of Macs. Then in its final quarter financial results the company reported more revenue from Mac sales than iPad sales. What's really interesting is the fact that while Apple was selling more and more Macs, the rest of the PC industry was seeing declining sales. While everyone is fixated on slowing tablet sales, Apple is bucking the trend and selling more Macs. Perhaps the personal computer isn't dead yet.

Crystal ball 2015: Apple's Watch is sure to steal headlines in 2015, whether it is hugely popular or a massive failure. It's a new market for Apple, but it's not a new market — Apple has plenty of well-established competition. But beyond geeks and fitness fanatics smartwatches haven't gone mainstream yet. All eyes will be on Apple in 2015 to see if the company can reinvent the smartwatch like it did the music player, smartphone and tablet.

— Karen Haslam, editor, Macworld, IDG U.K. Tech Media

van Tuil

Top story of 2014:: The force and pace wherein disruptive technologies are redefining businesses accelerated throughout 2014. Every organization worldwide has to be on the lookout for newcomers and current competitors threatening their business models. At the same time CIOs are challenged to reinvent their IT organization and redefine their role within the organization due to the increasing influence of social, mobile, analytics and cloud technologies.

Crystal ball 2015: Disruption will continue, and I think the general view of the public about these changes will change in a negative way because people will notice as it takes away their jobs and/or the jobs of people they care about, even though it makes some things more efficient — cheaper, actually. Defining trends are automation and robotization, globalization and the earlier mentioned SMAC technologies. I also think the emphasis on security and privacy will increase, as the digital transformation and the coming of the Internet of Things introduce new weak spots in environments formerly regarded as secure.

— Kristian van Tuil, editor, CIO.nl

Knorr

Top story of 2014: This year, Docker emerged as the hottest open source project on the planet. Docker enables developers to package applications so that they'll run in the containers built into the Linux kernel. Why is this such a big deal? Because it means genuine application portability — using lightweight packages instead of a full virtual machine. Moving a single packaged app from container to container is easy, but complex apps involving multiple containers are much harder. Here's where the Docker ecosystem comes in: Docker management and orchestration tools help you assemble and move complex apps with many components running in many containers. Top projects include Kubernetes, Mesos and StackEngine; Google Cloud Platform and Amazon Web Services added their own container management systems last month.

Crystal ball 2015: More container madness. Most people talk about using Docker to move apps from dev to test to production, but I'm convinced Docker — and/or other container technologies — will soon be used to move production apps among clouds. That's a good thing, because portability on the application level is the best insurance against cloud provider lock-in, but it requires the same container support across clouds. Docker is already being challenged by CoreOS with its Rocket runtime, and you can be sure others who want a piece of the container action will emerge in the coming months. It's a whole new contentious playing field, and for that reason 2015 will be the wildest year for cloud infrastructure ever.

— Eric Knorr, editor-in-chief, InfoWorld

Niccolai

Top story of 2014: This was a shocking year for security breaches. Home Depot lost 56 million credit card numbers and 53 million email addresses. The full extent of the Target breach, in late 2013, was revealed this year, with 40 million card numbers and 70 million customer email and telephone numbers exposed. EBay was forced to ask 145 million users to change their passwords. Dozens of Hollywood celebrities had their private lives laid bare after an alleged iCloud hack. And Sony is still

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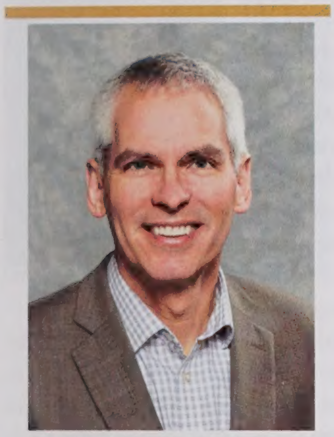
OneonOne

Frank Gens

SVP and Chief Analyst

IDC



IDG World Update asked Frank Gens to provide an overview and some insight into IDC's IT Industry Predictions for 2015. Reach him at fgens@idc.com.

> IDC predicts nearly a half billion smartphones will be sold in China in 2015 — three times that in the U.S. and about one-third of all worldwide unit sales.

As IDGers know, since 2007 we've predicted and analyzed the industry's shift to its "3rd Platform" for innovation and growth, which is built on cloud, mobile, social and big data technologies. The industry has come a long way! In 2014, the 3rd Platform already accounts for 30% of total IT market spending and almost 100% of growth.

In 2015, things will get even more interesting, as the industry enters the most critical period yet: the "Innovation Stage," with an explosion of new apps and services on top of the 3rd Platform's foundation. We're also seeing the emergence of a new wave of core technologies — we call them Innovation Accelerators — that radically extend the 3rd Platform's capabilities: the Internet of Things (IoT), cognitive systems, robotics, 3D printing, natural interfaces and 3rd Platform-optimized security.

The most important developments in 2015 will be along three vectors of activity around the 3rd Platform: 1) the adoption of the four core technologies and, now, these six innovation accelerators, 2) the recruitment of developers to create a massive number of new killer solutions on top of these technologies, and 3) the use of these new solutions to reinvent — and continuously transform — literally every industry.

Our top-level prediction is for 3.8% IT spending growth in 2015, down modestly from this year's 4.1%. But the bigger story is the "Tale of Two Industries" below that top line: 3rd Platform technologies will grow 13%, account for one-third of all spending and virtually 100% of IT spending growth. 2nd Platform tech will grow by a paltry 0.4% and tip into recession by the second half.

Here are some highlights of what we expect in six key areas in 2015:

1. Mobile devices. Smartphone and tablet spending will hit $484 billion, generating an amazing 40% of all IT growth. Phablets (5.5-7" screens) will continue to take center stage, accounting for almost 20% of smartphones, up from 11% this year. They will continue to cannibalize tablet demand, growing at 20 times the rate of tablets. Wearables will underwhelm, with just 40-50 million units sold - there will be 4-1/2 times as many tablets as wearables sold! Still, wearables will be a huge area of innovation and experimentation in 2015.

2. The Cloud infrastructure wars narrow and intensify. The pivot to the innovation stage means we're seeing a wind-down and consolidation in the public Infrastructure as a Service (IaaS) foundation. We'll see a lot of players "drop out" from this incredibly capital-intensive business. Who? Almost everyone but AWS, Google, Microsoft, IBM, the Chinese eCommerce guys like Alibaba and Tencent, and a handful of regional telcos. The consolidating competitors will attack Amazon even harder, but we expect Amazon to hold or gain share, as it continues to innovate and disrupt (even itself). Share will consolidate around these big guys.

3. A "death match" for cloud and mobile developers. We've said for a long time that attracting developers to your cloud is where the next 20 years of market power will come from. And the major PaaS competitors will be working overtime on this. We'll see new developer "candy" provided on these platforms, especially: cognitive/machine learning services, IoT backend services, rich media analytics and a growing variety of "Data-as-a-Service" offerings. By the way, SaaS vendors have traditionally been reluctant to "lock in" to these cloud platform services, but we predict 15% (60% of startups) will "hook in" in 2015, growing to over 50% 3 years from now. And as a result of all this activity, we'll see the number of apps on the biggest clouds double in 2015.

4. Lots of "strange bedfellow" partnerships. Part of the shift to the Innovation Stage is companies figuring out that they're not going to win in some areas, and need to focus on what they can win. In 2015, we'll see a number of strange bedfellow partnerships driven by this need to more tightly focus. Facebook will partner with IBM and/or Microsoft around the developer services they're good at and Microsoft and IBM aren't very good at (advertising/monetization, mobile dev, identity). Salesforce.com will realize it can't keep up with the global data center investments of AWS, Google, Microsoft and IBM and will partner with one of them for cloud infrastructure. HP, an expected dropout from the public IaaS wars, will partner with AWS or Microsoft as its strategic partner for public IaaS.

5. China — a HUGE story. Everyone understands China's IT influence is rising, but I don't believe most people realize how much influence that will be and how quickly it will happen. In 2015, IT and telecom spending in China in 2015 will exceed $465 billion, growing over 11% and

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Key priorities

4) Sell more research, consulting and events to leading 3rd Platform vendors such as Google, Facebook, Salesforce.com, eBay/Paypal, Linked-In, Twitter, Yahoo and Alibaba, as well as sell more to the myriad new start-up 3rd Platform companies.

— Kirk Campbell, president and CEO, IDC

Longo

My number one priority for 2015 is to continue to expand our new initiatives. In the past year we have rapidly developed our programmatic advertising capabilities by creating our Data Management Platform, our Demand Side Platform and unified our company around one ad serving platform. In the coming year we will see rapid expansion of our Private Marketplace capabilities and Programmatic Direct offerings for our advertisers. In addition, this will be a big expansion year for video as IDG.TV gains momentum with its newly built platform. I would expect that IDG will have some new websites up and running, as we have several in the exploration phase right now. Finally, like every year, next year will be the year for mobile! The market moves fast, and I am proud of the fact that IDG continues to be at the forefront of every new media opportunity.

— Pete Longo, CEO, U.S. Media

Dolaher

As Mike Friedenberg outlined at the Global Product Line Meeting in October 2014, IDG as a whole will be striving for excellence and innovation in the year ahead. World Expo's top priority for 2015 will be to support the company in this effort, as well as to ensure that we as a business unit focus on these important areas. Our goals are many for the months ahead — whether it be in building our events, supporting our clients, growing our business or in helping the communities in which we live and work. Working smart and forging new paths are crucial to our success as a business unit and as a company as a whole.

— Mary Dolaher, CEO, IDG World Expo

Gallant

My goal is to harness effectively the talents of an incredible group of editorial leaders to deliver on a challenging, but vital, set of goals for IDG Media. We need to create high-quality, uniquely tailored content for each of our brands to increase their value in the marketplace — in short, build the most shareable, search friendly information for high-value readers. We also must continue to build on the impressive gains we've made with our Insider registered content program and bring to market a paid Insider offering that generates sought-after reader revenue. We have to lay the foundation for future growth by delivering on our IDG Contributor Network and IDG Answers strategies and, in so doing, open up opportunities for IDG media units around the world. What's more, we've got to expand our video programming and experiment with new ways of launching sites and products that appeal to demanding, mobile-empowered readers. That's a lot to balance, but IDG U.S. Media has the right editorial people in the right places to pull it all off.

— John Gallant, chief content officer, SVP, U.S. Media

Stenson

My top priority in fiscal 2015 will be to explore ways to drive new CEC revenue streams by leveraging IDG Communications' business units across the globe to mutually benefit our company and our customers. Our new community site will soon have the ability to extend our virtual offerings around the world enabling CIOs everywhere to take advantage of leadership development assessments, benchmarks, a new digital capabilities assessment and more. We look forward to working with our IDG colleagues in an effort to align the CIOs they serve with additional value.

— Pamela J. Stenson, president, CIO Executive Council

Sailor

My top priority is to partner with employees and customers to use the strength of IDC to establish a clear position for us as the transformative ICT thought leader for the ASEAN region. Our region is going through a period of unprecedented change with most of the economies still experiencing robust growth and the challenges and opportunities that come with that growth. We are also entering uncharted waters with 2015 being the year that Southeast Asia officially comes together as the ASEAN Economic Community (AEC). In the midst of all of this, businesses and governments are also figuring out how to bridge the gap from the 2nd to the 3rd Platform of technology and their ability to do that will impact the economic success

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Key priorities

of the region as a whole. IDC is well placed to help them make better-informed decisions and understand and navigate the fast-changing and disruptive technologies which will accelerate and increase in complexity in 2015. To capitalize on this, we will also need to keep pace with the changes and make sure that our people and tools are the best in the business and ready to take on the challenges of what will certainly be an interesting year.

— Jim Sailor, general manager, IDC ASEAN

Sullivan

Our main priorities at IPS are to continue assisting our license partners move into more digital media. As IDG becomes a media, data and services company we need our license partners to buy into that model and create similar products and solutions for our main advertisers. We are also working on helping all of IDG share best practices and carry forward all the great ideas and momentum from the Global Product Line Meeting in an effort to support the applied learning initiative at IDG.

— Jim Sullivan, president, IDG International Publishing Services

Björkin

FY2015 is simply about meeting our customers' expectations of finding efficient ways of getting the best possible ROI on their marketing spend and, by that, growing top-line revenues and especially our below-the-line revenues. In order to do so we need to be successful in attracting the right readers, and that is why we will launch Sweden´s best and biggest IT web site to cover both the in depth stories as well as the ones talked about during the coffee breaks.

— Christer Björkin, CEO, IDG Sweden

Pelikanova

In 2015, the priority areas that my team and I are going to focus on are:

1) Accelerate transformation from print to services and digital.

2) Bring more power in our lead generation business and events.

3) Invest in the right people and right processes to help be a superior company and the best possible place for work.

— Jana Pelikanova, managing director, IDG Czech Republic

Au

I want to build up IDC A/P to be a more resilient organization that is not afraid to take on challenges, make the right decisions to grow and learn from both our mistakes as well as successes from other parts of the world. In a continually disruptive environment, I would like to see business unit leaders execute to their plans and pursue exceptional growth in the face of unplanned obstacles by coping, adapting and leveraging support from our peers and partners outside of A/P. As a team, we celebrate these successes every quarter to spur others to follow suit.

— Eva Au, managing director, IDC Asia/Pacific

Adams

Our number one priority for 2015 is building our services business — especially custom content, custom programs, research services and video. Services forms a powerful additional layer to our core brands and helps to drive deeper engagement with our clients and readers. We are seeing our competitors step into this space aggressively so it is critical that we ensure that we remain their go-to partner: Think tech, Think IDG.

— Davy Adams, managing director, IDG Australia

Wtulich

Our top priority for 2015 will be implementation of programmatic solutions. We expect that programmatic will soar in Poland in 2015, and I would like it to become our fourth business pillar besides events, demand generation and marketing services.

— Piotr Wtulich, country manager, IDG Poland

Lalchandani

Having achieved our FY14 goal of increasing overall margin by 1%, IDC MEA's key priorities in 2015 include expanding our footprint into the end-user research and advisory business in select markets in the region, aggressively growing our traditional business in emerging geos (Africa), and driving innovation around our Go-to-Market services (events and other solutions), including potentially

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Key priorities

tying up with select partners in MEA. I believe 2015-16 will be a major transformation year(s) in IDC's business in the region. All of this will not be possible without the support and commitment of our teams from across the region.

— Jyoti Lalchandani, Group Vice President & Regional MD, IDC Middle East, Turkey & Africa

Bigelow

In 2015, we will focus on maintaining and, where possible, increasing our pricing across our product lines. A number of international publishers have been pushing quite aggressively in Asia, and we will continue to win against them through our integrated approach of online media, superior customer service and world-class live events. We will also expand geographically and build out our CMO and CFO product lines. Our Future Workplace events will also allow us to expand into new job titles that we have not previously served. We expect a good year in 2015 with continued growth in top and bottom line.

— Jonathan Bigelow, managing director, Questex Asia Ltd.

Viragh

The most important moral of 2014 for us was that dedicated workers can make wonders. 2015 will be the time to rethink our purpose, our mission, and together with our colleagues, to make sure that we're on the same frequency, that we share the same beliefs, and that we will be able to continue to make wonders together.

— Marton Viragh, managing director, Project/029 (Hungary)

D'Mello

Our formula for 2015 is Responsive = Re-evaluate + Re-align + Re-engineer. The tech-media landscape is being rapidly redefined, and we need to keep pace. My priority for 2015 is to build a super-responsive organization. Being responsive means we will constantly re-evaluate our business, re-align our resources, and re-engineer our products and processes to meet new customer expectations.

— Louis D'Mello, president & CEO, IDG Media Private (India)

Melker

With a dedicated team we were able to deliver on many of the key objectives set last year: top line growth, revenue growth, positioning integrated programs, etc. Looking at 2015, a key priority is to build momentum around the re-alignment of our local research and to also use these programs to position integrated event and consulting opportunities. We have also identified a couple of larger under-penetrated accounts to target collaborative with broader IDC engagement teams.

— Per Melker, managing director, IDC Nordic

Park

Our plan for 2015 is to grow our business in all areas; Media, Data and Marketing Services. Among many areas, my top priority is to create a data-driven decision making culture within the organization and develop new services relating to this.

— Katherine Park, managing director, IDG Korea

My top priorities for 2015 are to enjoy some sunny skiing days at the Pyrenees and try to find a perfect non-crowded Mediterranean island for this summer. Talking about business priorities, I hope to succeed with a new project, Computerworld University, where we give Executive programs IT training to CIOs. Another FY15 goal is to accomplish seamless collaboration with IDG Strategic Marketing Services and IDG Connect. And, of course, to beat budgets by a wide margin. Happy New Year to all IDG colleagues worldwide!

— Manuel Pastor, country manager, IDG Spain ■

Share news from your business unit

All employees of IDG and IDC business units and partners worldwide are welcome to send story ideas to IDG World Update. What have been your experiences around avenues for end-user revenue, developing content and advertising for mobile devices, producing events, incorporating demand generation processes, or other pursuits? Share your experiences so your colleagues can learn and adapt for their own markets. Write to world_update@idg.com with a basic overview and the editors will contact you for more details.

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Top story

reeling from one of the most devastating corporate hacks in history, with embarassing emails and sensitive contract details all exposed. 2014 showed that the hackers are winning, and big changes need to be made to how people communicate and store sensitive data.

Crystal ball 2015: One of the big losers in 2014 was the point of sale system. Those retail machines that swipe your credit card and store the number in plain text are frighteningly insecure and were a top cause of breaches this year. That's why alternative payment systems like Apple Pay, Google Wallet and CurrentC will finally start to take hold in 2015. One feature they all have in common is generating a temporary, virtual number for your transaction, so if the bad guys do get hold of it, at least it can't be used again.

— James Niccolai, deputy news editor, IDG News Service

Segal

Top story of 2014: From a services industry perspective, 2014 was the year that virtually every major consulting firm rolled out a digital strategy and associated offerings. As enterprises both experienced and demonstrated the value of what IDC calls the 3rd Platform (the intersection of mobile, social, big data, and cloud), firms rushed in to provide much needed skills to extend and modernize key business processes leveraging digital technologies. The era of digital transformation was upon us.

Crystal ball 2015: As the appetite for digital transformation grows, ecosystems must expand and new and different partnerships will emerge. 3rd platform firms (those providing often consumer-oriented mobile, social, big data, and cloud platforms) will partner with forward-thinking traditional IT and communications companies to bring new and different offerings to the market and connect the increasingly blurry lines between consumer and business.

— Rebecca Segal, VP, Global Services Markets and Trends, IDC

Top story of 2014: 2014 was an interesting year for Social Business. We've witnessed some notable announcements: Lithium acquired Klout; Slack, a secured mobile messaging start-up, was valued at roughly $1 billion; Microsoft disclosed that Lync will be rebranded to Skype for Business; Unify launched Circuit, a social layer to connect the enterprise; and Cisco partnered with Jive and released Project Squared in October. Still, I think the most important news of 2014 would have to be the announcement of Facebook at Work. It was clearly just a matter of time for a company with a footprint of over one billion users (Facebook and WhatsApp combined) to build a collaboration product — it's all very exciting!

van Vonno

Crystal ball 2015: Social Business will be one of the core components of the digital transformation agenda, particularly in Europe. We will see two distinct types of companies in the execution depending on the urgency for change. Those that need to change fast will divide the business into two (legacy vs. digital), appoint a Chief Digital Officer to guide the autonomous transformation, and start using social components to radically transform the go-to-market and customer support channels. Other organizations may choose to invest in change management, transforming the culture of the organization from within through the integration of social elements in the business processes of day-to-day activities. Social business has become a phenomenon that's going to be fundamental to digital transformation taking place in 2015.

— Jan van Vonno, research analyst, European Social Business & Collaboration, IDC

Stires

Top story of 2014: Multibillion dollar purchases of people's behavior. Facebook bought WhatsApp for $22 billion, the second biggest tech acquisition in history. Google bought Nest for $3.2 billion. These megadeals and many others like them were valued so high because of the access they got into people's personal lives. Capturing the data that shows people's behavior, relationships, communications, and preferences holds enough value to hang a multibillion dollar price tag on it.

Crystal ball 2015: Self-driving and self-flying gets cleared for takeoff. The technology to have autonomous vehicles and machines has matured rapidly in the last few years. Regulation and communications infrastructure have been two of the biggest barriers to this going mainstream. Real-time decision making in machines, and between machines, is an incredible data-driven feat. Communication infrastructures will be up to speed in more countries in the coming year, and expect to see some regulations get sorted out just in time to take advantage of this.

— Craig Stires, associate vice president. Big Data, Analytics, Software, IDC Asia/Pacific

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Top story

Riofrio

Top story of 2014: The PC ecosystem hit its mobile stride in 2014. On the hardware side, Intel's Haswell and Broadwell chip architectures enabled a great new generation of laptops, from clamshells to crazy hybrids and tablets, with better performance and battery life. On the software side, Microsoft made important improvements to Windows 8 and has even better things in store for Windows 10. Its Surface Pro 3 tablet is also the best Windows tablet available.

Crystal ball 2015: The release of Windows 10 will be the biggest news of the year. We expect it will lead many people to upgrade their PCs and maybe, just maybe, trade in their iPads for a Windows tablet at last. Intel's next generation of chips will continue to push mobile hardware forward. Cloud services will continue to grow. It'll be Office 365 and Office Mobile vs. Google Drive primarily, but formerly storage-only services like Box, Dropbox and Evernote are also competing, along with scrappy productivity provider Zoho. Last but definitely not least, Chromebooks will continue to mature and threaten PCs in all markets, from education to corporations to home.

— Melissa Riofrio, executive editor, Macworld

Allsopp

Top story of 2014: As a B2C journalist who spent two years working on Macworld before expanding my repertoire to include PC Advisor at the beginning of 2014, last year was the year I realised that the iPhone isn't the only good smartphone out there. Therefore, on the consumer side of things, the product that really stood out for me in 2014 was the LG G3 smartphone, with that stunning Quad HD display that had everyone 'oohing' and 'aahing,' and rightly so. Overall, I think that 2014 was the year for Apple rivals in the smartphone market, with the likes of Samsung, HTC and Sony also releasing Apple-trumping devices. But have smartphones now hit the innovation ceiling? I'll be interested to see how they improve in 2015 and beyond.

Crystal ball 2015: Some may argue that 2014 was the year of wearable tech, with smartwatches, smartglasses and other smart items of clothing/jewelery being launched by pretty much every technology company out there. However, I don't feel like the trend has really taken off yet, and I get the feeling that 2015 could be the true year for wearables.

The Apple Watch will launch this year, and if history is anything to go by, Apple's entry into the market could be the game-changer. Right now, rival products are out there but the everyday consumer is not really using them. With such a huge and loyal following it would be surprising if the Apple Watch didn't take off more than competing products have.

Apple tends to wait until the perfect moment to launch its first generation products, focusing on making something great that people will actually want to use, rather than racing to be first to market. And with the Apple Watch propelling wearables into the spotlight among consumers, second- and third-generation wearables from the likes of Samsung, Sony, LG and others will in turn get more attention and before you know it, we'll all be talking to our watches and wondering how we ever got by before.

— Ashleigh Allsopp, journalist, IDG UK Tech Media ■

What's your 2014 top story and/or prediction for 2015? Add your thoughts to the comment box with this story on IDG Central.

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One on one

accounting for a remarkable 43% of all industry growth. IDC predicts nearly a half billion smartphones will be sold in China in 2015 — three times that in the U.S. and about one-third of all worldwide unit sales. Over 680 million people in China will be online in 2015, $2^{1/2}$ times the number in the U.S. And over 580 million people in China will use social networks in 2015, compared to just 222 million in the U.S. Within $2^{1/2}$ years, online shopping in China will exceed that in the U.S. Powered by this huge domestic market, Chinese manufacturers will take about a 40% share of worldwide smartphones unit sales, and almost 20% of all mobile app downloads will be through Chinese app stores (up from 12% two years ago). And we're just on the cusp of a new wave of mega-investment, with the 13th 5-Year Plan — and a lot of that plan is all about 3rd Platform innovation.

6. The "3rd Platform Industries" story accelerates. Last year we predicted that over the next three to four years, one-third of market share leaders in every industry would be disrupted by competitors using the 3rd Platform technologies to radically expand their customer reach, their offerings, their cost models, etc. We said that companies using mobile, cloud, big data, IoT, etc. would create "platforms" and "innovation communities" to wrest leadership in their industries. And it's been happening — first slowly and in stealth; now out in the open. So what's new for 2015? We predict the number of these platforms and communities will double. This is our most important prediction, because we're talking about the reinvention — the "Amazoning" — of every industry on the planet. This is about the expansion of IT way beyond anything we've seen before — a great upside opportunity for IDG and our clients! ■

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Daniel Povis *IDC Peru*
Mark Jervis *IDG U.K.*

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Steve Wills *CIO Executive Council*
Zhenyan Wu *IDG Asia*
Carolyn Yanuskiewicz *IDG Human Resources*
Joel Weisberg *IDG Strategic Marketing Services*
Colin Neagle *U.S. Media*
Michael Thorp *IDC*
Agata Gozdzik *IDG Poland*
Jason Andersson *IDC Nordic/Sweden*
Malika Boussalah *IDC North Africa*
Mike Cansfield *IDC U.K.*
Olivier Coredo *IDC France*
Helene Fily-Chenebaux *IDC France*
Zdenek Krouzel *IDC CEMA*
Mahmoud Manasra *IDC Saudi Arabia*
Nathalie Hellerstedt *IDG Sweden*
Richard Beagley *IDG Global Solutions*
Annelies Bos *IDG Netherlands*
Yu Yamaguchi *IDC Japan*
Christian Daxberger *IDG Germany*
Sandra Wenisch *IDG Germany*

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Jane Davis *CIO Executive Council*
Zach Miners *IDG News Service*
Eric Pivnik *IDG Digital Media Group*
Bradford Bentz *IDC*
Paul Hughes *IDC*
D.Y. Lee *IDG Korea*
Sebastian Watras *IDG Poland*
Babatunde Afolayan *IDC West Africa*
Olga Babinina *IDC Russia*
Jan Bures *IDC CEMA*
Chrystelle Labesque *IDC U.K.*
Konstantin Makarenkov *IDC Russia*
Jaroslava Skapova *IDC CEMA*
Petr Vosahlo *IDC CEMA*
Rob Richardson *IDG Global Solutions*
Mylene Dekker *IDG Netherlands*
Yukihisa Hode *IDC Japan*
Keith Donegan *IDG U.K.*
Matthew Finnegan *IDG U.K.*
Paula Fernandes *IDG International Controllers Office*

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Allysa Zemke *CIO Executive Council*
Matt Weinberger *U.S. Media*
Jason Hong *U.S. Media*
Madison Presser *U.S. Media*
Robert Eastman *IDC*
Marina Chugalaskaya *IDC Kazakhstan*
Dalibor Sidlo *IDC CEMA*
Barbara Gerding *IDG Connect*
Akiho Tsuzuki *IDC Japan*
Yukie Tamamoto *IDC Japan*
Seiichiro Yoshii *IDC Japan*
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Swap your auto-generated password for one more easily remembered. Click here for the Change Password form. If you don't recall your current password, click on the Forgot Password link.

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Michele Putt

Finance Manager

IDG International Publishing Services

*"Michele has been an all-star employee for International Publishing Services for the past 16 years," said IPS President **Jim Sullivan**. "She currently manages the finances and operations for IPS as our finance manager, but she has worn many hats, working her entire IDG career in our group. Michele is always willing to lend a hand and make sure deadlines are met and that the work is top-notch. Michele has become a key part of all the varied operations that are part of IPS, and we are lucky to have her part of the team."*

Home
Cumberland, R.I.

Joined IDG
August 1998

Career path
I was hired as an administrative assistant, moved around as an administrative coordinator and database coordinator before landing in Finance as the finance coordinator. Now as finance manager I lead the Finance and Admin department at IPS.

Primary job responsibilities
I manage the financials for IPS, Corporate Communications, the Global Product Line Meeting and the Exeter Street office, including the day-to-day payables, monthly receivables and forecasting and budgeting.

Three things I do in a day's work
A big part of my job is working directly with IDG's 40-plus licensees, collecting revenue reports, invoicing based on each unique contract and facilitating their relationship with IDG Global Solutions and other business units around IDG."

What I love most about my job
My co-workers, both close to home and overseas.

A hot-button issue I'm dealing with on the job
The transition to a new financial system. In the next few months we'll be moving the billing of licensees into it.

*Finance Manager **Michele Putt** began her International Publishing Services career as an administrative assistant.*

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Latest accomplishment
The 2014 Global Product Line Meeting. For the last five years I've worked closely with a team of IDG employees to put together the annual meeting.

Career highlight(s)
All five GPLM meetings (2010–2014), especially Denmark in 2011 since it was the team's first overseas event. Successfully moving the IPS office from Post Office Square to Exeter Street. Being asked to move into the finance manager position.

What I'm doing to be a better employee
Learning the art of balancing work and home life.

Interests outside the office
My husband and five-year-old daughter, painting, hiking and camping. Spending as much time as possible with family and friends.

What others can't tell just by looking at me
I am a thrill seeker even though I'm desperately scared of heights.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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The editors of IDG World Update would like to thank the many people who contributed to this special issue in the midst of a busy holiday season!